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Distribution Study of Grocery Store Sales

FAIRCHILD PUBLICATIONS
NEW YORK

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INTRODUCTION

The aim of (the) SN Distribution Study of Grocery Store Sales (1991) book is to collect information regarding food stores for the 330+ Metropolitan Statistical Areas and Primary Metropolitan Statistical Areas throughout the United States, as well as certain major metropolitan areas in Canada. Statistics presented cover information as recent as 1989 or as far back as 1987. This depends on what information is available.

The information includes Number of Stores, Percent of Market Share (where available) and Principal Supplier for the various chains, voluntary/co-op, independent and convenience stores within these market areas.

For the top 50 market areas (as based on area total supermarket sales volume-Section I), a deeper look has been taken and an "in-depth analysis" is provided. The "analysis" which includes total retail sales, total food store sales, total supermarket sales, demographics on population and households, comes from information kindly provided by The Survey of Buying Power, Data Service 1990 (Sales & Marketing Management Magazine, New York, New York, Publisher). FURTHER REPRODUCTION IS FORBIDDEN.

When working with the SN book, please remember the following:

1. Market area surveys for which a source has been given, have been provided by that source.

2. Market areas which have no source name and do not contain the following footnote, "In-house estimates", were provided by a source who wishes to remain anonymous. For figures provided by an outside source, data may not be comparable from year to year due to differences in market area definitions or methods of compilation. These figures are estimated by the reporting source(s). In some instances, as will be indicated, percentages are not true market share, but are reflections of "place of most frequent purchase," as reported by consumers. FAIRCHILD BOOK DIVISION ASSUMES NO RESPONSIBILITY FOR THE ACCURACY OF THOSE FIGURES WHICH HAVE BEEN SUPPLIED BY OUTSIDE SOURCES.

3. Market areas which contain the following footnote, "In-house estimates", means that we have attempted to provide the # of stores, market share (where possible) and principal suppliers through the use of past information and current trends in the market area. If there are no visible changes compared to an earlier survey, we predict that NO CHANGES have occurred in the market.

4. The market areas covered (except for Canada) are based on the 1989 MSA List which is prepared by the Office of Management and Budget, as advised by the Federal Committee on MSA's.

5. Stores are listed based on their percent of market share, running highest to lowest. If market share is unobtainable, stores are listed in alphabetical order. (Alphabetical order does in no way reflect store standing in the market place.)

6. Please make note of the following term definitions:

Supermarket: A supermarket is any full-line, self-service grocery store with sales volume of $2 million or more annually.

Chain: A company which operates eleven or more stores in total. A chain store unit is a store operated by such a company.

Independent: A firm which operates from one to ten stores.

Cooperative: Independent grocers who jointly own and operate their own wholesale organization.

Voluntary: A group of independent grocery stores jointly sponsored by an independent wholesaler.

Convenience Store: A small store handling a limited variety of items in general use in most households and patronized for fill-in home requirements.

Metropolitan Statistical Area: Metropolitan Statistical Areas are defined according to a set of detailed standards prepared by the Federal Committee on MSA's. (The Federal Committee advises the OMB (Office of Management and Budget) on MSA matters.) Under these standards (as revised in 1980), an area qualifies for recognition as an MSA in one or two ways: if there is a city of at least 50,000 in population, or an urbanized area of at least 50,000 with a total metropolitan population of at least 100,000. MSAs are defined in terms of entire counties, except in the six New England States where they are defined in terms of cities and towns; Louisiana, where they are defined by parish; and in Alaska where they are defined by borough. In addition to the county containing the main city an MSA also includes additional counties having strong economic and social ties to the central county. If an area has more than 1 million in population and meets certain other specified requirements, it is called a "Consolidated Metropolitan Statistical Area" (CMSA); if it consists of two or more major components it is recognized as a "Primary Metropolitan Statistical Area" (PMSA).

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Bergen-Passaic, NJ	26th	52-53
Boston-Lawrence-Salem-Lowell-Brockton, MA	6th	12-13
Bridgeport-Stamford-Norwalk-Danbury, CT	49th	98-99
Charlotte-Gastonia-Rock Hill, NC-SC	45th	90-91
Chicago, IL	3rd	6-7
Cincinnati, OH	32nd	64-65
Cleveland, OH	31th	62-63
Columbus, OH	39th	78-79
Dallas, TX	10th	20-21
Denver, CO	24th	48-49
Detroit, MI	7th	14-15
Ft. Lauderdale-Hollywood, Pompano Beach, FL	38th	76-77
Ft. Worth-Arlington, TX	27th	54-55
Hartford-New Britain-Middletown-Bristol, CT	44th	88-89
Houston, TX	9th	18-19
Indianapolis, IN	50th	100-101
Kansas City, MO-KS	29th	58-59
Los Angeles-Long Beach, CA	1st	2-3
Miami-Hialeah, FL	25th	50-51
Middlesex-Somerset-Hunterdon, NJ	41st	82-83
Milwaukee, WI	37th	74-75
Minneapolis-St. Paul, MN-WI	17th	34-35
Monmouth-Ocean, NJ	40th	80-81
Nassau-Suffolk, NY	8th	16-17
New Orleans, LA	30th	60-61
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Distribution Study of Grocery Store Sales

FAIRCHILD PUBLICATIONS
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THE TOP 50 MARKET AREAS
(MSAS, PMSAS, CMSAS)
RANKED ON THE BASIS OF
SUPERMARKET SALES VOLUME
1989

1. LOS ANGELES - LONG BEACH, CALIFORNIA - PMSA

Los Angeles County

	No. of Stores	% of Shopper Traffic*	Principal Supplier
LEADING STORES:		76.9%	
Vons**	104	21.2	Own, El Monte, CA
Ralphs	82	19.6	Own, Compton, CA
Lucky	81	17.3	Own, Buena Park, CA
Alpha Beta	77	9.0	Own, LaHabra, CA
Hughes	28	5.7	na
Albertson's	20	4.1	Cert. Grocers of California, L.A., CA
OTHER GROCERY STORES	na	23.1%	
TOTAL	392+	100.0%	

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na not available

* Based on the following question "Last week, at what store did your household buy the majority of your groceries?
Annual findings 1989.

** Includes Safeway, whom Vons bought out in 1988.

Note: Above information kindly provided by THE LOS ANGELES TIMES.

Market Area Covered:
LOS ANGELES, CALIFORNIA

Rank in U.S. based on supermarket sales in 1989: 1

	U.S.	PMSA Total	Central City Los Angeles
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$63,657	$23,321
Food Store Sales (mil.)	$349,811	$11,331	$4,269
% of total retail sales	20.3%	17.8%	18.3%
Supermarket Sales (mil.)	$328,415	$10,447	--
% of Food Store Sales	93.9%	92.2%	--
Supermarket Sales per capita	$1,314.50	$1,185.27	--
POPULATION 1989 TOTAL (thous.)	249,840	8,814	3,464
Total Number of Households (thous.)	93,451	3,200	1,317
Population by Age of Household Head			
Under 25 Years	6.2%	6.5%	--
25 - 34 Years	22.4%	24.8%	--
35 - 44 Years	21.2%	22.4%	--
45 - 54 Years	15.1%	15.5%	--
55 - 64 Years	14.3%	13.9%	--
65 and Over	20.8%	17.0%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	26.6%	--
Two	32.2%	30.7%	--
Three	17.6%	16.8%	--
Four	15.1%	13.9%	--
Five	6.9%	6.9%	--
Six and Over	3.6%	5.1%	--
Average Household Size	2.67	2.75	--
INCOME 1989			
Net EBI (mil.)	3,287,489	135,163	53,084
Per Capita EBI	13,158	15,335	15,326
Median Household EBI	25,976	30,489	26,783
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	14.8%	--
$10,000 - $24,999	30.6%	27.0%	--
$25,000 and Over	51.7%	58.2%	--
Projected EBI % change 1989/94	51.0%	49.4%	--
Projected average household EBI % change 1989/94	41.6%	38.2%	--

2. NEW YORK, NEW YORK - PMSA

Bronx, Kings, New York, Putnam, Queens, Richmond,
Rockland and Westchester Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		69.0%	
Waldbaum's	54	16.0	Own, Central Islip, NY
Pathmark	23	11.0	Supermarkets General Corp., Woodbridge, NJ
A&P	71	10.0	Own, Montvale, NJ
Grand Union	31	5.0	Own, Elmwood Park, NJ
Red Apple/Gristedes	53	5.0	White Rose, New York, NY
Food Emporium	20	4.0	A&P, Bronx, NY
Key Food	21	3.0	Own, Brooklyn, NY
Shop Rite	8	3.0	Wakefern, Elizabeth, NY
Sloan's	34	3.0	Krasdale, New York, NY
C-Town	23	2.0	Krasdale, Bronx, NY
D'Agostino's	21	2.0	Twin County Grocers, Inc. New Rochelle, NY
Dan's	18	2.0	White Rose, Hempstead, NY
King Kullen	9	2.0	Own, Westbury, NY
Scaturro	8	1.0	White Rose, Floral Park, NY
OTHER GROCERY STORES	na	31.0%	
TOTAL	394+	100.0%	

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na not available
* According to our sources, New York has experienced no changes since last year.

Market Area Covered:
NEW YORK, NEW YORK

Rank in U.S. based on supermarket
sales in 1989: 2

	U.S.	PMSA Total	Central City New York City*
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$46,121	$37,867
Food Store Sales (mil.)	$349,811	$9,488	$7,428
% of total retail sales	20.3%	20.6%	19.6%
Supermarket Sales (mil.)	$328,415	$7,949	$6,871
% of Food Store Sales	93.9%	83.8%	92.5%
Supermarket Sales per capita	$1,314.50	$924.09	$930.90
POPULATION 1989 TOTAL (thous.)	249,840	8,602	7,381
Total Number of Households (thous.)	93,451	3,485	3,045
Population by Age of Household Head			
Under 25 Years	6.2%	4.3%	4.5%
25 - 34 Years	22.4%	21.5%	22.0%
35 - 44 Years	21.2%	21.6%	21.3%
45 - 54 Years	15.1%	15.6%	15.2%
55 - 64 Years	14.3%	14.7%	14.6%
65 and Over	20.8%	22.2%	22.4%
Number of Persons per Household			
% by # of persons per household			
One	24.7%	32.1%	33.5%
Two	32.2%	29.6%	29.5%
Three	17.6%	16.2%	16.0%
Four	15.1%	12.6%	11.9%
Five	6.9%	6.0%	5.7%
Six and Over	3.6%	3.4%	3.4%
Average Household Size	2.67	2.47	2.52
INCOME 1989			
Net EBI (mil.)	3,287,489	132,059	106,375
Per Capita EBI	13,158	15,352	14,412
Median Household EBI	25,976	25,129	23,273
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	20.8%	22.6%
$10,000 - $24,999	30.6%	29.0%	30.5%
$25,000 and Over	51.7%	50.2%	47.1%
Projected EBI % change 1989/94	51.0%	42.8%	43.8%
Projected average household EBI % change 1989/94	41.6%	36.8%	36.8%

* Includes Bronx, Kings, New York, Queens, and Richmond Counties

3. CHICAGO, ILLINOIS - PMSA

Cook, DuPage and McHenry Counties

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		98.0%	
Jewel	148	46.0	Own, Melrose Park, IL
Dominick's	88	23.0	Own, Northlake, IL
Certified Grocers Midwest, Inc.	123	12.0	Own, Chicago, IL
Central Grocers (C)	45	5.0	Own, Franklin Park, IL
Cub	7	4.0	J.M. Jones Company, Champaign, IL
Eagle	16	3.0	Own, Rock Island, IL
Omni	5	3.0	Dominick's, Northlake, IL
Aldi	19	2.0	Own, Batavia, IL
OTHER GROCERY STORES	na	2.0%	
TOTAL	451+	100.0%	

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na not available
(C) Cooperative Group
* In-house estimates.

Market Area Covered:
CHICAGO, ILLINOIS

Rank in U.S. based on supermarket sales in 1989: 3

	U.S.	PMSA Total	Central City Chicago
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$45,022	$13,937
Food Store Sales (mil.)	$349,811	$7,831	$2,795
% of total retail sales	20.3%	17.4%	20.1%
Supermarket Sales (mil.)	$328,415	$7,157	--
% of Food Store Sales	93.9%	91.4%	--
Supermarket Sales per capita	$1,314.50	$1,151.75	--
POPULATION 1989 TOTAL (thous.)	249,840	6,214	3,013
Total Number of Households (thous.)	93,451	2,323	1,154
Population by Age of Household Head			
Under 25 Years	6.2%	5.2%	--
25 - 34 Years	22.4%	22.8%	--
35 - 44 Years	21.2%	22.1%	--
45 - 54 Years	15.1%	16.1%	--
55 - 64 Years	14.3%	15.0%	--
65 and Over	20.8%	18.8%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	26.0%	--
Two	32.2%	30.3%	--
Three	17.6%	16.9%	--
Four	15.1%	14.7%	--
Five	6.9%	7.4%	--
Six and Over	3.6%	4.7%	--
Average Household Size	2.67	2.67	--
INCOME 1989			
Net EBI (mil.)	3,287,489	93,447	37,468
Per Capita EBI	13,158	15,038	12,435
Median Household EBI	25,976	30,967	23,173
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	15.8%	--
$10,000 - $24,999	30.6%	24.9%	--
$25,000 and Over	51.7%	59.3%	--
Projected EBI % change 1989/94	51.0%	46.6%	--
Projected average household EBI % change 1989/94	41.6%	41.7%	--

4. PHILADELPHIA, PENNSYLVANIA-NEW JERSEY - PMSA

Bucks, Chester, Delaware, Montgomery and Philadelphia Counties-PA
Burlington, Camden and Glouchester Counties-NJ

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		86.0%	
Acme	109	30.0	American Stores Co., Forty Fort and Philadelphia, PA
Fleming Foods of PA, Inc.	157	24.0	Own, Oaks, PA
Super Fresh	45	11.0	A&P, Florence, NJ
Pathmark	21	11.0	Supermarkets General Corp., Delran, NJ
Genuardi Supermarkets	25	5.0	Own, Norristown, PA
Shop-Rite (V)	9	3.0	Wakefern Foods, Elizabeth, NJ
Mayfair Food Town	6	2.0	Twin County, Elizabeth, NJ
OTHER GROCERY STORES	na	14.0%	
TOTAL	372+	100.0%	

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na not available
(V) Voluntary
* In-house estimates.

Market Area Covered:
PHILADELPHIA, PENNSYLVANIA

Rank in U.S. based on supermarket
sales in 1989: 4

	U.S.	PMSA Total	Central City Philadelphia
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$35,817	$7,661
Food Store Sales (mil.)	$349,811	$7,236	$1,763
% of total retail sales	20.3%	20.2%	23.0%
Supermarket Sales (mil.)	$328,415	$6,570	$1,537
% of Food Store Sales	93.9%	90.8%	87.2%
Supermarket Sales per capita	$1,314.50	$1,331.31	$938.34
POPULATION 1989 TOTAL (thous.)	249,840	4,935	1,638
Total Number of Households (thous.)	93,451	1,840	642
Population by Age of Household Head			
Under 25 Years	6.2%	4.5%	4.8%
25 - 34 Years	22.4%	20.6%	19.5%
35 - 44 Years	21.2%	21.0%	18.4%
45 - 54 Years	15.1%	16.6%	15.3%
55 - 64 Years	14.3%	16.3%	16.5%
65 and Over	20.8%	21.0%	25.7%
Number of Persons per Household			
% by # of persons per household			
One	24.7%	25.4%	30.8%
Two	32.2%	30.1%	29.4%
Three	17.6%	17.7%	16.4%
Four	15.1%	15.3%	12.6%
Five	6.9%	7.5%	6.5%
Six and Over	3.6%	3.9%	4.4%
Average Household Size	2.67	2.68	2.55
INCOME 1989			
Net EBI (mil.)	3,287,489	73,852	20,479
Per Capita EBI	13,158	14,965	12,502
Median Household EBI	25,976	30,570	22,859
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	14.9%	23.4%
$10,000 - $24,999	30.6%	26.3%	30.7%
$25,000 and Over	51.7%	58.9%	46.1%
Projected EBI % change 1989/94	51.0%	47.0%	40.1%
Projected average household EBI % change 1989/94	41.6%	41.1%	40.4%

5. WASHINGTON, DISTRICT OF COLUMBIA-MARYLAND-VIRGINIA - MSA

District of Columbia; Charles, Montgomery, Prince George's-MD;
Arlington, Fairfax, Loudoun, Prince William and Stafford Counties-VA
Alexandria, Fairfax, Falls Church, Manassas and Manassas Park Cities-VA

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		94.3%	
Giant Food	103	46.7	Own, Jessus & Landover, MD
Safeway	104	31.6	Own, Landover, MD
Shoppers Food Warehouse	18	8.7	B. Green
Basics/Food-A-Rama	13	3.8	Super-Rite Foods
Super Fresh	18	3.5	Direct, Warehouse in Richmond, VA
LEADING INDEPENDENTS:		5.7%	
Magruder's	12	3.2	Own, also from Wetterau and Richfood, Inc, VA
Fresh Value	5	0.7	Richfood, Richmond, VA
Dayton/Mitchell Thriftways	4	0.5	Fleming, Oaks, PA
Bonus/Bon Foods	2	0.4	Richfood, Inc., VA
Weis Markets	4	0.9	Sunbury, PA
TOTAL	281+	100.0%	

Source: 1990 Food World

Market Area Covered:
WASHINGTON, D.C.

Rank in U.S. based on supermarket
sales in 1989: 5

	U.S.	MSA Total	Central City Washington
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$31,376	$3,812
Food Store Sales (mil.)	$349,811	$6,071	$658
% of total retail sales	20.3%	19.3%	17.3%
Supermarket Sales (mil.)	$328,415	--	--
% of Food Store Sales	93.9%	--	--
Supermarket Sales per capita	$1,314.50	--	--
POPULATION 1989 TOTAL (thous.)	249,840	3,778	620
Total Number of Households (thous.)	93,451	1,424	255
Population by Age of Household Head			
Under 25 Years	6.2%	5.1%	5.1%
25 - 34 Years	22.4%	26.1%	24.7%
35 - 44 Years	21.2%	26.9%	21.6%
45 - 54 Years	15.1%	16.4%	14.5%
55 - 64 Years	14.3%	12.8%	14.1%
65 and Over	20.8%	12.8%	19.6%
Number of Persons per Household			
% by # of persons per household			
One	24.7%	25.9%	39.6%
Two	32.2%	29.8%	27.5%
Three	17.6%	18.3%	13.7%
Four	15.1%	15.8%	9.8%
Five	6.9%	6.8%	4.7%
Six and Over	3.6%	3.4%	4.3%
Average Household Size	2.67	2.65	2.44
INCOME 1989			
Net EBI (mil.)	3,287,489	73,784	10,175
Per Capita EBI	13,158	19,530	16,411
Median Household EBI	25,976	41,545	25,095
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	8.2%	19.2%
$10,000 - $24,999	30.6%	19.2%	30.6%
$25,000 and Over	51.7%	72.5%	49.8%
Projected EBI % change 1989/94	51.0%	52.9%	41.4%
Projected average household EBI % change 1989/94	41.6%	39.8%	42.5%

6. BOSTON, MASSACHUSETTS - PMSA

Parts of: Bristol, Essex, Middlesex, Norfolk, Plymouth, Suffolk and Worcester Counties

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		81.0%	
Purity Supreme	45	16.0	Own, North Billerica, MA
Stop & Shop	42	15.0	Own, North Quincy, MA
Sweet Life Foods	61	15.0	Own, Northborough, MA
Star Market	33	14.0	Own, Cambridge, MA
Shaw's	21	12.0	Own, East Bridgewater, MA
DeMoulas/Market Basket	23	7.0	Own, Tewksbury, MA
Almacs	11	2.0	Own, East Province, RI
OTHER GROCERY STORES	na	19.0%	
TOTAL	236+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON,
MASSACHUSETTS
Rank in U.S. based on supermarket
sales in 1989: 6

	U.S	CMSA Total	Central City Boston
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$32,596	$3,961
Food Store Sales (mil.)	$349,811	$6,218	$703
% of total retail sales	20.3%	19.1%	17.7%
Supermarket Sales (mil.)	$328,415	$5,534	--
% of Food Store Sales	93.9%	89.0%	--
Supermarket Sales per capita	$1,314.50	$1,481.26	--
POPULATION 1989 TOTAL (thous.)	249,840	3,736	569
Total Number of Households (thous.)	93,451	1,414	236
Population by Age of Household Head			
Under 25 Years	6.2%	4.9%	--
25 - 34 Years	22.4%	22.1%	--
35 - 44 Years	21.2%	20.7%	--
45 - 54 Years	15.1%	15.5%	--
55 - 64 Years	14.3%	14.6%	--
65 and Over	20.8%	22.1%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	27.7%	--
Two	32.2%	30.3%	--
Three	17.6%	16.5%	--
Four	15.1%	14.4%	--
Five	6.9%	7.3%	--
Six and Over	3.6%	3.7%	--
Average Household Size	2.67	2.64	--
INCOME 1989			
Net EBI (mil.)	3,287,489	66,399	8,957
Per Capita EBI	13,158	14,480	11,537
Median Household EBI	25,976	35,430	25,392
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	12.2%	--
$10,000 - $24,999	30.6%	22.9%	--
$25,000 and Over	51.7%	64.8%	--
Projected EBI % change 1989/94	51.0%	44.5%	--
Projected average household EBI % change 1989/94	41.6%	40.0%	--

7. DETROIT, MICHIGAN - PMSA

Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair and Wayne Counties

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		75.0%	
Farmer Jack	67	20.0	Bormans/Certified Wholesale, Detroit, MI
Spartan	84	14.0	Own, Grand Rapids, MI
Kroger	35	13.0	Foodland Dist., Southfield, MI
A&P	44	11.0	Own, Southfield, MI
Great Scott	32	9.0	Abner A. Wolf, Detroit, MI
Meijer	11	8.0	Own, Grand Rapids, MI
OTHER GROCERY STORES	na	25.0%	
TOTAL	273+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
DETROIT, MICHIGAN

Rank in U.S. based on supermarket
sales in 1989: 7

	U.S.	PMSA Total	Central City Detroit
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$31,931	$3,364
Food Store Sales (mil.)	$349,811	$5,294	$766
% of total retail sales	20.3%	16.6%	22.8%
Supermarket Sales (mil.)	$328,415	$4,717	--
% of Food Store Sales	93.9%	89.1%	--
Supermarket Sales per capita	$1,314.50	$1,075.71	--
POPULATION 1989 TOTAL (thous.)	249,840	4,385	1,056
Total Number of Households (thous.)	93,451	1,630	409
Population by Age of Household Head			
Under 25 Years	6.2%	5.4%	--
25 - 34 Years	22.4%	22.8%	--
35 - 44 Years	21.2%	22.0%	--
45 - 54 Years	15.1%	16.6%	--
55 - 64 Years	14.3%	15.3%	--
65 and Over	20.8%	18.0%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	24.0%	--
Two	32.2%	29.9%	--
Three	17.6%	18.0%	--
Four	15.1%	16.1%	--
Five	6.9%	7.9%	--
Six and Over	3.6%	4.0%	--
Average Household Size	2.67	2.69	--
INCOME 1989			
Net EBI (mil.)	3,287,489	61,228	11,025
Per Capita EBI	13,158	13,963	10,440
Median Household EBI	25,976	29,663	19,394
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	16.2%	--
$10,000 - $24,999	30.6%	25.6%	--
$25,000 and Over	51.7%	58.2%	--
Projected EBI % change 1989/94	51.0%	47.0%	--
Projected average household EBI % change 1989/94	41.6%	43.9%	--

8. NASSAU-SUFFOLK, NEW YORK - PMSA

Nassau and Suffolk Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		74.0%	
Waldbaum's	43	26.9	Own, Central Islip, NY
Pathmark	25	19.5	Supermarkets General Corp., Huntington Station, NY
King Kullen	47	17.6	Own, Westbury, NY
Food Town	14	6.4	Twin County Grocer, East Rockaway, NY
A&P	22	5.5	Own, Rockwell Center, NY
Finast	10	4.0	First National, Oyster Bay, NY
Grand Union	12	4.2	Own, Elmwood Park, NJ
Shop Rite	5	3.4	Wakefern, Freehold, NJ
OTHER GROCERY STORES	61	16.5%	
TOTAL	239	100.0%	

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na not available
* In-house estimates

Market Area Covered:
NASSAU–SUFFOLK, NEW YORK

Rank in U.S. based on supermarket
sales in 1989: 8

		PMSA	Central Counties	
	U.S.	Total	Nassau	Suffolk
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$26,160	$14,408	$11,752
Food Store Sales (mil.)	$349,811	$5,014	$2,386	$2,628
% of total retail sales	20.3%	19.2%	16.6%	22.4%
Supermarket Sales (mil.)	$328,415	$4,458	$2,112	$2,346
% of Food Store Sales	93.9%	88.9%	88.5%	89.3%
Supermarket Sales per capita	$1,314.50	$1,669.66	$1,587.97	$1,750.75
POPULATION 1989 TOTAL (thous.)	249,840	2,670	1,330	1,340
Total Number of Households (thous.)	93,451	881	450	432
Population by Age of Household Head				
Under 25 Years	6.2%	2.3%	1.8%	2.8%
25 – 34 Years	22.4%	18.3%	15.8%	20.8%
35 – 44 Years	21.2%	24.5%	21.8%	27.3%
45 – 54 Years	15.1%	20.2%	21.1%	19.2%
55 – 64 Years	14.3%	17.4%	20.7%	13.9%
65 and Over	20.8%	17.5%	18.9%	16.0%
Number of Persons per Household				
% by # of persons per household				
One	24.7%	15.3%	15.3%	15.3%
Two	32.2%	29.1%	30.7%	27.3%
Three	17.6%	19.5%	20.0%	18.8%
Four	15.1%	20.5%	19.8%	21.3%
Five	6.9%	10.4%	9.6%	11.3%
Six and Over	3.6%	5.1%	4.4%	5.8%
Average Household Size	2.67	3.03	2.96	3.11
INCOME 1989				
Net EBI (mil.)	3,287,489	51,030	28,180	22,851
Per Capita EBI	13,158	19,112	21,188	17,053
Median Household EBI	25,976	45,711	49,648	42,393
Household by EBI Groups				
% Distribution				
Under $10,000	17.7%	6.7%	6.2%	7.4%
$10,000 – $24,999	30.6%	16.5%	14.7%	18.5%
$25,000 and Over	51.7%	76.7%	78.9%	74.1%
Projected EBI % change 1989/94	51.0%	42.0%	40.9%	43.3%
Projected average household EBI % change 1989/94	41.6%	36.7%	36.8%	36.8%

9. HOUSTON, TEXAS - PMSA

Fort Bend, Harris, Liberty, Montgomery and Waller Counties

	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Kroger	75	49.0	Own, Houston, TX
Randalls	39	44.0	Fleming Foods, Houston, TX
Appletree	49	32.0	Own, Houston, TX
Fiesta	19	27.0	Own, Houston, TX
Gerlands	23	13.0	Fleming & Grocer Supply, Houston, TX
Rice	24	11.0	Grocer Supply, Houston, TX
Food City	8	8.0	Schepps Wholesale, Houston, TX
Food 4 Less	1	3.0	Fleming Foods, Houston, TX
Minimax	5	3.0	Fleming Foods, Houston, TX
Lucky 7	38	2.0	Grocer Supply, Houston, TX
Lewis & Coker	1	1.0	Grocer Supply, Houston, TX
Jumbo	1	1.0	Fleming Foods, Houston, TX
Auchan	1	6.0	na
Sams	6	17.0	na
LEADING CONVENIENCE STORES:			
Stop n Go	487	23.0	na
Circle K	204	13.0	Grocers Supply, Houston, TX
OTHER GROCERY STORES	na	21.0%	na
TOTAL	981+		

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na not available

* Based on percent of households shopping each store in "past week". Due to multiple answers, percents do not equal 100.0%.

Note: Above information kindly provided by THE HOUSTON CHRONICLE.

Market Area Covered:
HOUSTON, TEXAS

Rank in U.S. based on supermarket
sales in 1989: 9

	U.S.	PMSA Total	Central City Houston
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$22,090	$14,719
Food Store Sales (mil.)	$349,811	$4,629	$2,800
% of total retail sales	20.3%	21.0%	19.0%
Supermarket Sales (mil.)	$328,415	$4,426	--
% of Food Store Sales	93.9%	95.6%	--
Supermarket Sales per capita	$1,314.50	$1,363.94	--
POPULATION 1989 TOTAL (thous.)	249,840	3,245	1,729
Total Number of Households (thous.)	93,451	1,206	677
Population by Age of Household Head			
Under 25 Years	6.2%	8.5%	--
25 - 34 Years	22.4%	30.2%	--
35 - 44 Years	21.2%	24.5%	--
45 - 54 Years	15.1%	14.8%	--
55 - 64 Years	14.3%	10.8%	--
65 and Over	20.8%	11.3%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	24.1%	--
Two	32.2%	29.9%	--
Three	17.6%	18.4%	--
Four	15.1%	16.2%	--
Five	6.9%	7.2%	--
Six and Over	3.6%	4.1%	--
Average Household Size	2.67	2.69	--
INCOME 1989			
Net EBI (mil.)	3,287,489	43,232	22,417
Per Capita EBI	13,158	13,323	12,965
Median Household EBI	25,976	28,008	24,576
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	15.0%	--
$10,000 - $24,999	30.6%	29.2%	--
$25,000 and Over	51.7%	55.7%	--
Projected EBI % change 1989/94	51.0%	56.4%	--
Projected average household EBI % change 1989/94	41.6%	42.0%	--

10. DALLAS, TEXAS - PMSA

Collin, Dallas, Denton, Ellis, Kaufman and Rockwall Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		89.2%	
Tom Thumb	41	28.0	A.W. Cullum & Co., Dallas, TX
Kroger	28	21.5	Own, Irving, TX
Skaggs Alpha Beta	16	15.3	Fleming, Fort Worth, TX
Minyard's Food Stores	42	9.7	Big Tex, Dallas, TX
Albertson's	12	6.8	Fleming, Forth Worth, TX
Sack N Save	na	3.5	Big Tex, Dallas, TX
Brookshires	na	2.7	na
Winn Dixie	10	1.7	Own, Fort Worth, TX
VOLUNTARY &/OR COOP GROUPS:		2.5%	
Affiliated, AG, Thriftee	220	2.5	Affiliated, Dallas, TX
LEADING INDEPENDENTS:		1.4%	
Hypermart USA	1	1.1	na
Jewel T's Box Stores	13	0.3	na
OTHER GROCERY STORES	na	6.9%	
TOTAL	390+	100.0%	

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na not available

Note: Information above kindly provided by THE DALLAS TIMES HERALD.

Market Area Covered:
DALLAS, TEXAS

Rank in U.S. based on supermarket
sales in 1989: 10

	U.S.	PMSA Total	Central City Dallas
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$22,447	$10,088
Food Store Sales (mil.)	$349,811	$4,389	$3,318
% of total retail sales	20.3%	19.6%	32.9%
Supermarket Sales (mil.)	$328,415	$4,239	$3,195
% of Food Store Sales	93.9%	96.6%	96.3%
Supermarket Sales per capita	$1,314.50	$1,707.90	$3,182.27
POPULATION 1989 TOTAL (thous.)	249,840	2,482	1,004
Total Number of Households (thous.)	93,451	946	420
Population by Age of Household Head			
Under 25 Years	6.2%	8.1%	14.8%
25 - 34 Years	22.4%	27.0%	47.4%
35 - 44 Years	21.2%	24.6%	41.0%
45 - 54 Years	15.1%	14.7%	26.0%
55 - 64 Years	14.3%	11.3%	20.2%
65 and Over	20.8%	14.4%	24.5%
Number of Persons per Household			
% by # of persons per household			
One	24.7%	24.3%	46.2%
Two	32.2%	31.8%	55.2%
Three	17.6%	18.2%	30.7%
Four	15.1%	15.9%	25.0%
Five	6.9%	6.6%	10.7%
Six and Over	3.6%	3.3%	5.7%
Average Household Size	2.67	2.62	2.54
INCOME 1989			
Net EBI (mil.)	3,287,489	35,990	14,437
Per Capita EBI	13,158	14,500	14,379
Median Household EBI	25,976	28,658	23,553
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	14.5%	25.5%
$10,000 - $24,999	30.6%	29.1%	53.6%
$25,000 and Over	51.7%	56.4%	94.8%
Projected EBI % change 1989/94	51.0%	61.5%	58.6%
Projected average household EBI % change 1989/94	41.6%	42.1%	41.9%

11. ATLANTA, GEORGIA - MSA

Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding and Walton Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		98.5%	
Kroger	66	33.0	Own, Atlanta, GA
Winn Dixie	61	19.2	Own, Atlanta, GA
Super Valu Stores, Inc.	60	16.0	Own, Atlanta, GA
Big Star	45	16.4	Grand Union, East Point, GA
A&P	25	12.4	Own, Atlanta, GA
Cub Foods	7		na
Bruno's	7	1.0	Brunos, Birmingham, AL
Piggly Wiggly	4	0.5	Own, Vidalia, GA
OTHER GROCERY STORES	na	1.5%	
TOTAL	275	100.0%	

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na not available

Note: Above information kindly provided by THE ATLANTA JOURNAL-CONSTITUTION.

Source: The Shelby Report.

Market Area Covered:
ATLANTA, GEORGIA

Rank in U.S. based on supermarket
sales in 1989: 11

	U.S.	MSA Total	Central City Atlanta
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$23,110	$3,192
Food Store Sales (mil.)	$349,811	$3,927	$480
% of total retail sales	20.3%	17.0%	15.0%
Supermarket Sales (mil.)	$328,415	$3,786	--
% of Food Store Sales	93.9%	96.4%	--
Supermarket Sales per capita	$1,314.50	$1,343.98	--
POPULATION 1989 TOTAL (thous.)	249,840	2,817	448
Total Number of Households (thous.)	93,451	1,058	182
Population by Age of Household Head			
Under 25 Years	6.2%	6.2%	--
25 - 34 Years	22.4%	27.3%	--
35 - 44 Years	21.2%	26.1%	--
45 - 54 Years	15.1%	15.1%	--
55 - 64 Years	14.3%	11.5%	--
65 and Over	20.8%	13.8%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	23.1%	--
Two	32.2%	30.8%	--
Three	17.6%	19.7%	--
Four	15.1%	16.7%	--
Five	6.9%	6.8%	--
Six and Over	3.6%	3.0%	--
Average Household Size	2.67	2.66	--
INCOME 1989			
Net EBI (mil.)	3,287,489	41,303	5,795
Per Capita EBI	13,158	14,662	12,935
Median Household EBI	25,976	31,184	20,134
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	13.6%	--
$10,000 - $24,999	30.6%	26.1%	--
$25,000 and Over	51.7%	60.2%	--
Projected EBI % change 1989/94	51.0%	59.2%	--
Projected average household EBI % change 1989/94	41.6%	39.8%	--

12. ANAHEIM-SANTA ANA, CALIFORNIA - PMSA

Orange County

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		94.3%	
Lucky	35	22.0	Own, Buena Park, CA
Ralph's	33	18.6	Own, Compton, CA
Vons	32	17.1	Own, El Monte, CA
Alpha Beta	37	14.3	Own, LaHabra, CA
Albertson's	24	9.6	Own, Brea, CA
Hughes	10	4.9	Certified Grocers, LA, CA
Stater Bros.	15	4.5	Own, Colton, CA
Pavilions/Pavilions Place	8	3.9	na
OTHER GROCERY STORES	na	15.7%	
TOTAL	194+	100.0%	

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na not available

ANAHEIM-SANTA ANA, CALIFORNIA

Rank in U.S. based on supermarket
sales in 1989: 12

	U.S.	PMSA Total	Central Cities Anaheim	Central Cities Santa Ana
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$21,124	$2,130	$2,102
ood Store Sales (mil.)	$349,811	$4,050	$450	$388
% of total retail sales	20.3%	19.2%	21.1%	18.5%
Supermarket Sales (mil.)	$328,415	$3,757	--	--
% of Food Store Sales	93.9%	92.8%	--	--
Supermarket Sales per capita	$1,314.50	$1,623.60	--	--
POPULATION 1989 TOTAL (thous.)	249,840	2,314	252	245
Total Number of Households (thous.)	93,451	822	92	77
Population by Age of Household Head				
Under 25 Years	6.2%	6.8%	--	--
25 - 34 Years	22.4%	24.6%	--	--
35 - 44 Years	21.2%	24.8%	--	--
45 - 54 Years	15.1%	16.5%	--	--
55 - 64 Years	14.3%	12.9%	--	--
65 and Over	20.8%	14.4%	--	--
Number of Persons per Household				
% by # of persons per household				
One	24.7%	21.8%	--	--
Two	32.2%	33.1%	--	--
Three	17.6%	18.0%	--	--
Four	15.1%	16.1%	--	--
Five	6.9%	7.1%	--	--
Six and Over	3.6%	4.0%	--	--
Average Household Size	2.67	2.81	--	--
INCOME 1989				
Net EBI (mil.)	3,287,489	39,243	3,893	2,935
Per Capita EBI	13,158	16,959	15,479	11,994
Median Household EBI	25,976	37,614	33,276	30,444
Household by EBI Groups				
% Distribution				
Under $10,000	17.7%	8.9%	--	--
$10,000 - $24,999	30.6%	22.4%	--	--
$25,000 and Over	51.7%	68.7%	--	--
Projected EBI % change 1989/94	51.0%	50.7%	--	--
Projected average household EBI % change 1989/94	41.6%	38.2%	--	--

13. RIVERSIDE-SAN BERNARDINO, CALIFORNIA - PMSA

Riverside and San Bernardino Counties

RIVERSIDE

	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Stater Bros.	32		Own, Colton, CA
Vons	22		Own, Los Angeles, CA
Alpha Beta	16		Own, La Habra, CA
Lucky	11		Own, Buena Park, CA
Albertson's	7		Own, Brea, CA
Smart & Final	6		
Ralph's	5		Own, Compton, CA
Hughes	2		
Food-4-Less	3		
Base Commissary	1		Buy Direct
OTHER GROCERY STORES	na	11.0%	
TOTAL	105+	100.0%	

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na not available * Share of Market Data is unobtainable.
Note: Above information kindly provided by THE RIVERSIDE PRESS ENTERPRISE.

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SAN BERNARDINO

LEADING STORES:		81.5%	
Stater Bros.	43	39.5	Own, Colton, CA
Lucky	9	18.6	Own, Buena Park, CA
Alpa Beta	17	12.1	Own, La Habra, CA
Vons	15	11.3	Own, Los Angeles, CA
Circle K (C)	39	*	A.M. Lewis, Riverside, CA
7-Eleven (C)	35	*	Own, San Bernardino, CA
Albertson's	5	*	Own, Fullerton, CA
Base Commissary	4	*	na
Fedco	1	*	na
Food 4 Less	1	*	na
Gerards	2	*	A.M. Lewis, Riverside, CA
Grocery Warehouse	2	*	Albertson's, Fullerton, CA
Hughes Market	4	*	Own, Los Angeles, CA
Price Club	1	*	na
Ralph's	2	*	Own, Compton, CA
Stop'N Go (C)	6	*	A.M. Lewis, Riverside, CA
OTHER GROCERY STORES	na	18.5%	
TOTAL	184+	100.0%	

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na not available (C) Convenience Stores
*Included in "Other Grocery Stores" percent.
Note: San Bernardino information kindly provided by THE SAN BERNARDINO COUNTY STAR.

Market Area Covered:
RIVERSIDE–SAN BERNARDINO, CALIFORNIA

Rank in U.S. based on supermarket
sales in 1989: 13

	U.S.	PMSA Total	Central City Riverside	Central City San Bernardino
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$16,055	$7,263	$8,792
Food Store Sales (mil.)	$349,811	$3,549	$1,670	$1,879
% of total retail sales	20.3%	22.1%	23.0%	21.4%
Supermarket Sales (mil.)	$328,415	$3,392	$1,594	$1,798
% of Food Store Sales	93.9%	95.6%	95.4%	95.7%
Supermarket Sales per capita	$1,314.50	$1,393.59	$1,512.33	$1,302.80
POPULATION 1989 TOTAL (thous.)	249,840	2,434	1,054	1,380
Total Number of Households (thous.)	93,451	869	381	487
Population by Age of Household Head				
Under 25 Years	6.2%	6.6%	--	--
25 - 34 Years	22.4%	22.9%	--	--
35 - 44 Years	21.2%	20.6%	--	--
45 - 54 Years	15.1%	14.0%	--	--
55 - 64 Years	14.3%	13.9%	--	--
65 and Over	20.8%	22.0%	--	--
Number of Persons per Household				
% by # of persons per household				
One	24.7%	20.0%	--	--
Two	32.2%	35.8%	--	--
Three	17.6%	17.3%	--	--
Four	15.1%	15.7%	--	--
Five	6.9%	7.1%	--	--
Six and Over	3.6%	4.0%	--	--
Average Household Size	2.67	2.8	--	--
INCOME 1989				
Net EBI (mil.)	3,287,489	31,845	13,877	17,967
Per Capita EBI	13,158	13,083	13,166	13,019
Median Household EBI	25,976	27,509	26,222	28,628
Household by EBI Groups				
% Distribution				
Under $10,000	17.7%	15.2%	15.5%	15.0%
$10,000 - $24,999	30.6%	30.6%	32.5%	29.0%
$25,000 and Over	51.7%	54.3%	52.0%	55.9%
Projected EBI % change 1989/94	51.0%	62.2%	61.1%	63.1%
Projected average household EBI % change 1989/94	41.6%	38.2%	1.3%	0.4%

14. SAN DIEGO, CALIFORNIA - MSA

San Diego County

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		92.0%	
Vons	65	33.0	Own, El Monte, CA
Lucky	30	20.0	Own, Buena Park, CA
Ralph's	17	13.0	Own, Compton, CA
Alpha Beta	17	11.0	Own, La Habra, CA
Big Bear	23	8.0	Own, San Diego, CA
Albertson's	3	3.0	Own, Brea, CA
Military Commissaries	4	4.0	Buy Direct
OTHER GROCERY STORES	na	8.0%	
TOTAL	158+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
SAN DIEGO, CALIFORNIA

Rank in U.S. based on supermarket
sales in 1989: 14

	U.S.	MSA Total	Central City San Diego
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$18,779	$8,025
Food Store Sales (mil.)	$349,811	$3,671	$1,500
% of total retail sales	20.3%	19.5%	18.7%
Supermarket Sales (mil.)	$328,415	$3,376	--
% of Food Store Sales	93.9%	92.0%	--
Supermarket Sales per capita	$1,314.50	$1,357.46	--
POPULATION 1989 TOTAL (thous.)	249,840	2,487	1,121
Total Number of Households (thous.)	93,451	907	418
Population by Age of Household Head			
Under 25 Years	6.2%	8.0%	--
25 - 34 Years	22.4%	25.2%	--
35 - 44 Years	21.2%	20.9%	--
45 - 54 Years	15.1%	14.1%	--
55 - 64 Years	14.3%	13.2%	--
65 and Over	20.8%	18.3%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	23.5%	--
Two	32.2%	35.9%	--
Three	17.6%	17.2%	--
Four	15.1%	14.0%	--
Five	6.9%	6.1%	--
Six and Over	3.6%	3.3%	--
Average Household Size	2.67	2.74	--
INCOME 1989			
Net EBI (mil.)	3,287,489	38,271	17,516
Per Capita EBI	13,158	15,388	15,625
Median Household EBI	25,976	29,916	28,646
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	12.8%	--
$10,000 - $24,999	30.6%	29.0%	--
$25,000 and Over	51.7%	58.1%	--
Projected EBI % change 1989/94	51.0%	57.9%	--
Projected average household EBI % change 1989/94	41.6%	38.2%	--

15. PHOENIX, ARIZONA - MSA

Maricopa County

	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
ABCO	53		Abco, Phoenix, AZ
Albertson's	4		Own, Salt Lake City, UT
Bashas'	33		Own, Chandler, AZ
Fry's	32		Kroger, Phoenix, AZ
IGA Stores	14		Fleming, Phoenix, AZ
Mega Foods	9		na
Safeway	37		Own, Phoenix, AZ
Smith's Food & Drug	6		Own, Layton, UT
Smitty's	24		Fleming, Phoenix, AZ
OTHER GROCERY STORES	na		
TOTAL	212+		

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na not available

* Share of Market Data is unobtainable.

PHOENIX, ARIZONA

Rank in U.S. based on supermarket sales in 1989: 15

	U.S.	PMSA Total	Central City Phoenix
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$15,645	$7,269
Food Store Sales (mil.)	$349,811	$3,481	$1,640
% of total retail sales	20.3%	22.2%	22.6%
Supermarket Sales (mil.)	$328,415	$3,362	--
% of Food Store Sales	93.9%	96.6%	--
Supermarket Sales per capita	$1,314.50	$1,594.12	--
POPULATION 1989 TOTAL (thous.)	249,840	2,109	960
Total Number of Households (thous.)	93,451	833	378
Population by Age of Household Head			
Under 25 Years	6.2%	7.4%	--
25 - 34 Years	22.4%	22.8%	--
35 - 44 Years	21.2%	21.4%	--
45 - 54 Years	15.1%	14.2%	--
55 - 64 Years	14.3%	13.6%	--
65 and Over	20.8%	20.8%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	26.2%	--
Two	32.2%	34.2%	--
Three	17.6%	16.4%	--
Four	15.1%	13.6%	--
Five	6.9%	6.4%	--
Six and Over	3.6%	3.4%	--
	2.67	2.53	--
INCOME 1989			
Net EBI (mil.)	3,287,489	28,414	12,605
Per Capita EBI	13,158	13,473	13,130
Median Household EBI	25,976	26,861	26,361
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	14.6%	--
$10,000 - $24,999	30.6%	21.8%	--
$25,000 and Over	51.7%	53.4%	--
Projected EBI % change 1989/94	51.0%	64.2%	--
Projected average household EBI % change 1989/94	41.6%	38.6%	--

16. TAMPA-ST. PETERSBURG-CLEARWATER, FLORIDA - MSA

Hernando, Hillsborough, Pasco and Pinellas Counties

	No. of Stores	% of Area Volume*	Principal Supplier
MAJOR CHAIN STORES:		94.0%	
Publix	60	30.4	Own, Lakeland, FL
Kash 'n Karry	69	26.2	Own, Tampa, FL
Winn Dixie	62	20.9	Own, Orlando, FL
Albertson's	15	6.4	Own, Orlando, FL
Jewel Osco	3	4.9	na
Food Lion	12	2.5	na
Save And Pack	3	2.5	na
CONVENIENCE STORES**	579	2.6%	
OTHERS (Includes Independents)	942	3.4%	
TOTAL	1,745	100.0%	

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na not available

* Based on % of adult shoppers who "shopped most" during the past week at the store(s) listed.

**Includes farm stores.

Note: Information kindly provided by THE TAMPA TRIBUNE and THE ST. PETERSBURG TIMES.

Market Area Covered:
TAMPA-ST. PETERSBURG-CLEARWATER, FLORIDA

Rank in U.S. based on supermarket
sales in 1989: 16

	U.S.	MSA Total	Central Cities Tampa	Central Cities St. Petersburg
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$15,836	$3,168	$1,871
Food Store Sales (mil.)	$349,811	$3,430	$512	$385
% of total retail sales	20.3%	21.7%	16.2%	20.6%
Supermarket Sales (mil.)	$328,415	$3,236	--	--
% of Food Store Sales	93.9%	94.3%	--	--
Supermarket Sales per capita	$1,314.50	$1,555.02	--	--
POPULATION 1989 TOTAL (thous.)	249,840	2,081	296	243
Total Number of Households (thous.)	93,451	887	123	109
Population by Age of Household Head				
Under 25 Years	6.2%	4.7%	--	--
25 - 34 Years	22.4%	16.1%	--	--
35 - 44 Years	21.2%	16.1%	--	--
45 - 54 Years	15.1%	12.7%	--	--
55 - 64 Years	14.3%	15.6%	--	--
65 and Over	20.8%	34.7%	--	--
Number of Persons per Household				
% by # of persons per household				
One	24.7%	27.2%	--	--
Two	32.2%	40.9%	--	--
Three	17.6%	14.4%	--	--
Four	15.1%	10.8%	--	--
Five	6.9%	4.5%	--	--
Six and Over	3.6%	2.1%	--	--
Average Household Size	2.67	2.35	--	--
INCOME 1989				
Net EBI (mil.)	3,287,489	28,029	3,668	3,256
Per Capita EBI	13,158	13,469	12,392	13,399
Median Household EBI	25,976	23,541	21,102	20,861
Household by EBI Groups				
% Distribution				
Under $10,000	17.7%	17.0%	--	--
$10,000 - $24,999	30.6%	36.0%	--	--
$25,000 and Over	51.7%	46.9%	--	--
Projected EBI % change 1989/94	51.0%	59.4%	--	--
Projected average household EBI % change 1989/94	41.6%	40.5%	--	--

17. MINNEAPOLIS-ST. PAUL, MINNESOTA-WISCONSIN - MSA

Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington
and Wright Counties - MN
St. Croix Counties - WI

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		98.0%	
Super Valu/Newmarket	57	25.0	Super Valu, Eden Prairie
Rainbow Foods	22	24.0	Gateway, Minneapolis, MN
Cub Foods	10	20.0	Super Valu, Eden Prairie, MN
Country Club	38	8.0	Fairway Foods, St. Louis Park, MN
Byerly's	7	5.0	Super Valu, Eden Prairie, MN
Fairway Foods	50	4.0	Fairway Foods Inc., Minneapolis, MN
Lunds	8	3.0	Nash Finch Co., Minneapolis, MN
Tom Thumb	145	3.0	na
IGA	50	2.0	Gateway, Minneapolis, MN
Wholesale Club	5	2.0	na
Knowlen's	8	1.0	na
SuperAmerica	80	1.0	na
OTHER GROCERY STORES	na	2.0%	
TOTAL	480+	100.0%	

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na not available

Note: Share of Market data covers only the Minneapolis market.
Above Minneapolis information kindly provided by the MINNEAPOLIS STAR TRIBUNE.

Market Area Covered:
MINNEAPOLIS-ST PAUL, MINNESOTA

Rank in U.S. based on supermarket
sales in 1989: 17

		MSA	Central City	
	U.S.	Total	Minneapolis	St. Paul
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$19,998	$2,614	$1,974
Food Store Sales (mil.)	$349,811	$3,379	$464	$365
% of total retail sales	20.3%	16.9%	17.8%	18.5%
Supermarket Sales (mil.)	$328,415	$3,192	--	--
% of Food Store Sales	93.9%	94.5%	--	--
Supermarket Sales per capita	$1,315	$1,328	--	--
POPULATION 1989 TOTAL (thous.)	249,840	2,403	355	270
Total Number of Households (thous.)	93,451	919	167	114
Population by Age of Household Head				
Under 25 Years	6.2%	7.4%	--	--
25 - 34 Years	22.4%	26.4%	--	--
35 - 44 Years	21.2%	22.7%	--	--
45 - 54 Years	15.1%	14.1%	--	--
55 - 64 Years	14.3%	12.1%	--	--
65 and Over	20.8%	17.2%	--	--
Number of Persons per Household				
% by # of persons per household				
One	24.7%	26.7%	--	--
Two	32.2%	30.5%	--	--
Three	17.6%	16.8%	--	--
Four	15.1%	15.8%	--	--
Five	6.9%	7.3%	--	--
Six and Over	3.6%	2.9%	--	--
Average Household Size	2.67	2.62	--	--
INCOME 1989				
Net EBI (mil.)	3,287,489	37,405	5,380	3,819
Per Capita EBI	13,158	15,566	15,155	14,144
Median Household EBI	25,976	32,462	22,989	24,899
Household by EBI Groups				
% Distribution				
Under $10,000	17.7%	11.9%	--	--
$10,000 - $24,999	30.6%	25.6%	--	--
$25,000 and Over	51.7%	62.6%	--	--
Projected EBI % change 1989/94	51.0%	54.6%	--	--
Projected average household EBI % change 1989/94	41.6%	43.8%	--	--

18. SEATTLE, WASHINGTON - PMSA

King and Snohomish Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		87.0%	
Safeway*	69	33.0	Own, Bellevue, WA
Albertson's	35	17.0	West Coast Grocery, Inc., Bellevue, WA
Quality Food Centers*	22	11.0	West Coast Grocery, Inc., Bellevue, WA
Thriftway	16	5.0	Assoc. Grocers, Kent, WA
Johnny's Foodcenters	7	1.0	Assoc. Grocers, Kent, WA
Larry's Market	5	4.0	West Coast Grocery, Bellevue, WA
Olson's Food Stores, Inc.	9	4.0	Assoc. Grocers, Kent, WA
Fred Meyer	7	3.0	Own, Seattle, WA
Haggens/Top Foods	4	3.0	West Coast Grocery, Bellevue, WA
Thrifty Foods	7	2.0	Assoc. Grocers, Kent, WA
Puget Consumers' Coop	6	2.0	NutraSource, Seattle, Wa
Stock Market Food	7	2.0	Assoc. Grocers, Kent, WA
OTHER GROCERY STORES	na	7.0%	
ANY CONVENIENCE	na	2.0%	
WHOLESALE**			
Costco/Price Savers	6	4.0%	
TOTAL	203+	100.0%	

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na not available

* Remodeled a number of stores in 1989 and 1990.

**Costco and Price Savers carry grocery store items and sell to members in bulk.

Source: 1987 Seattle Market Study, Urban and Associates; individual stores.

The last survey done for grocery store market share was in 1987.
New stores have opened and many stores have been upgraded to meet the demands of a rapidly growing and dynamic marketplace. Safeway, Albertson's and Quality Food Centers remain the industry leaders.

Market Area Covered:
SEATTLE, WASHINGTON

Rank in U.S. based on supermarket sales in 1989: 18

	U.S.	PMSA Total	Central City Seattle
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$15,835	$4,670
Food Store Sales (mil.)	$349,811	$3,333	$904
% of total retail sales	20.3%	21.0%	19.4%
Supermarket Sales (mil.)	$328,415	$3,152	--
% of Food Store Sales	93.9%	94.6%	--
Supermarket Sales per capita	$1,315	$1,688	--
POPULATION 1989 TOTAL (thous.)	249,840	1,867	497
Total Number of Households (thous.)	93,451	760	235
Population by Age of Household Head			
Under 25 Years	6.2%	7.0%	--
25 - 34 Years	22.4%	25.7%	--
35 - 44 Years	21.2%	23.0%	--
45 - 54 Years	15.1%	14.2%	--
55 - 64 Years	14.3%	13.2%	--
65 and Over	20.8%	17.1%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	28.9%	--
Two	32.2%	33.3%	--
Three	17.6%	16.2%	--
Four	15.1%	13.8%	--
Five	6.9%	5.5%	--
Six and Over	3.6%	2.1%	--
Average Household Size	2.67	2.46	--
INCOME 1989			
Net EBI (mil.)	3,287,489	32,109	8,809
Per Capita EBI	13,158	17,198	17,724
Median Household EBI	25,976	34,230	27,179
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	12.1%	--
$10,000 - $24,999	30.6%	23.8%	--
$25,000 and Over	51.7%	64.1%	--
Projected EBI % change 1989/94	51.0%	55.3%	--
Projected average household EBI % change 1989/94	41.6%	41.7%	--

19. OAKLAND, CALIFORNIA - PMSA

Alameda and Contra Costa Counties

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		83.0%	
Safeway	49	34.0	Own, Fremont, CA
Lucky	50	30.0	Own, San Leandro, CA
Alpha Beta	10	7.0	Fleming Co., Inc., Freemont, CA
Frys	10	7.0	Certified Grocers of CA, El Sobrante, CA
Nob Hill	4	2.0	Certified Grocers of CA, Gilroy, CA
Pak N Save	2	2.0	Fleming Co., Inc., San Francisco, CA
Military	2	1.0	Buy Direct
OTHER GROCERY STORES	na	17.0%	
TOTAL	127+	100.0%	

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na not available

* In-house estimates.

Market Area Covered:
OAKLAND, CALIFORNIA

Rank in U.S. based on supermarket sales in 1989: 19

	U.S.	PMSA Total	Central City Oakland
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$15,326	$2,045
Food Store Sales (mil.)	$349,811	$3,342	$474
% of total retail sales	20.3%	21.8%	23.2%
Supermarket Sales (mil.)	$328,415	$3,107	--
% of Food Store Sales	93.9%	93.0%	--
Supermarket Sales per capita	$1,314.50	$1,516.35	--
POPULATION 1989 TOTAL (thous.)	249,840	2,049	363
Total Number of Households (thous.)	93,451	793	154
Population by Age of Household Head			
Under 25 Years	6.2%	6.1%	--
25 - 34 Years	22.4%	24.3%	--
35 - 44 Years	21.2%	23.7%	--
45 - 54 Years	15.1%	15.3%	--
55 - 64 Years	14.3%	13.7%	--
65 and Over	20.8%	16.9%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	26.6%	--
Two	32.2%	33.4%	--
Three	17.6%	17.2%	--
Four	15.1%	14.2%	--
Five	6.9%	5.8%	--
Six and Over	3.6%	2.6%	--
Average Household Size	2.67	2.58	--
INCOME 1989			
Net EBI (mil.)	3,287,489	35,279	5,236
Per Capita EBI	13,158	17,218	14,436
Median Household EBI	25,976	35,914	23,251
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	13.2%	--
$10,000 - $24,999	30.6%	23.1%	--
$25,000 and Over	51.7%	63.7%	--
Projected EBI % change 1989/94	51.0%	49.9%	--
Projected average household EBI % change 1989/94	41.6%	38.3%	--

20. BALTIMORE, MARYLAND - MSA

Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne Counties; Baltimore City

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		75.0%	
Giant	37	27.0	Own, Landover, MD
A&P	26	11.0	Own, Baltimore, MD
Food A Rama	19	8.0	Super Rite Food, Inc., Randallstown, MD
Mars	12	8.0	Own, Baltimore, MD
Safeway	14	7.0	Own, Landover, MD
Big B Warehouses	10	4.0	B. Green & Co., Inc., Baltimore, MD
Santonis, Inc.	6	3.0	B. Green & Co., Inc., Baltimore, MD
Super Pride Markets	7	3.0	PA & S Small Co., Baltimore, MD
Acme	5	2.0	American Stores Co., Philadelphia, PA
Military	3	2.0	Buy Direct
OTHER GROCERY STORES	na	25.0%	
TOTAL	143+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
BALTIMORE, MARYLAND

Rank in U.S. based on supermarket sales in 1989: 20

	U.S.	MSA Total	Central City Baltimore
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$16,906	$3,199
Food Store Sales (mil.)	$349,811	$3,207	$634
% of total retail sales	20.3%	19.0%	19.8%
Supermarket Sales (mil.)	$328,415	$2,972	$557
% of Food Store Sales	93.9%	92.7%	87.9%
Supermarket Sales per capita	$1,314.50	$1,247.17	$739.71
POPULATION 1989 TOTAL (thous.)	249,840	2,383	753
Total Number of Households (thous.)	93,451	875	282
Population by Age of Household Head			
Under 25 Years	6.2%	4.8%	5.3%
25 - 34 Years	22.4%	22.7%	20.9%
35 - 44 Years	21.2%	23.0%	18.4%
45 - 54 Years	15.1%	16.3%	14.9%
55 - 64 Years	14.3%	15.1%	16.0%
65 and Over	20.8%	17.9%	24.1%
Number of Persons per Household			
% by # of persons per household			
One	24.7%	23.1%	28.0%
Two	32.2%	31.1%	29.8%
Three	17.6%	19.1%	17.4%
Four	15.1%	16.0%	12.8%
Five	6.9%	7.0%	6.4%
Six and Over	3.6%	3.7%	5.3%
Average Household Size	2.67	2.72	2.67
INCOME 1989			
Net EBI (mil.)	3,287,489	34,505	8,687
Per Capita EBI	13,158	14,480	11,537
Median Household EBI	25,976	32,347	22,593
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	13.1%	23.4%
$10,000 - $24,999	30.6%	25.0%	30.9%
$25,000 and Over	51.7%	61.8%	46.1%
Projected EBI % change 1989/94	51.0%	46.0%	43.7%
Projected average household EBI % change 1989/94	41.6%	37.9%	36.9%

21. ST LOUIS, MISSOURI-ILLINOIS - MSA

Franklin, Jefferson, St. Charles, St. Louis Counties; and part of Crawford Counties - MO
Clinton, Jersey, Madison, Monroe and St. Clair Counties - IL

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		82.0%	
Schnucks	53	35.0	Own, Bridgeton, MO
National	51	24.0	Own, St. Louis, MO
Dierberg's	12	11.0	J.M. Jones, Chesterfield, MO
Shop N Save	29	10.0	Own, St. Louis, MO
Aldi	12	2.0	na
INDEPENDENTS	73	13.0%	
OTHER GROCERY STORES	na	5.0%	
TOTAL	230	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
ST LOUIS, MISSOURI

Rank in U.S. based on supermarket sales in 1989: 21

	U.S.	MSA Total	Central City St. Louis
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$17,226	$2,185
Food Store Sales (mil.)	$349,811	$3,081	$432
% of total retail sales	20.3%	17.9%	19.8%
Supermarket Sales (mil.)	$328,415	$2,906	$402
% of Food Store Sales	93.9%	94.3%	93.1%
Supermarket Sales per capita	$1,315	$1,169	$980
POPULATION 1989 TOTAL (thous.)	249,840	2,485	410
Total Number of Households (thous.)	93,451	919	166
Population by Age of Household Head			
Under 25 Years	6.2%	5.3%	10.2%
25 - 34 Years	22.4%	21.7%	50.6%
35 - 44 Years	21.2%	21.2%	51.8%
45 - 54 Years	15.1%	16.0%	38.6%
55 - 64 Years	14.3%	14.5%	33.7%
65 and Over	20.8%	21.2%	42.2%
Number of Persons per Household			
% by # of persons per household			
One	24.7%	23.7%	50.0%
Two	32.2%	31.6%	74.7%
Three	17.6%	18.0%	41.6%
Four	15.1%	15.7%	36.7%
Five	6.9%	7.2%	16.3%
Six and Over	3.6%	3.8%	7.2%
Average Household Size	2.67	2.71	2.69
INCOME 1989			
Net EBI (mil.)	3,287,489	34,669	5,042
Per Capita EBI	13,158	13,951	12,298
Median Household EBI	25,976	29,453	21,007
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	14.7%	23.5%
$10,000 - $24,999	30.6%	27.4%	33.7%
$25,000 and Over	51.7%	57.9%	42.8%
Projected EBI % change 1989/94	51.0%	47.6%	39.9%
Projected average household EBI % change 1989/94	41.6%	41.5%	40.9%

22. PITTSBURGH, PENNSYLVANIA - PMSA

Allegheny, Fayette, Washington and Westmoreland Counties

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		26.0%	
Giant Eagle	56	20.0	OK Grocery Co., Pittsburgh, PA
Mr. Marraccini	3	2.0	Own, Elizabeth, PA
Super Valu	1	2.0	Charley Bros. Co., Minneapolis, MN
U Save Foods	4	2.0	Penn Traffic Co., Johnstown, PA
INDEPENDENTS	179	72.0%	Various
OTHER GROCERY STORES	na	2.0%	
TOTAL	224+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
PITTSBURGH, PENNSYLVANIA

Rank in U.S. based on supermarket sales in 1989: 22

	U.S.	PMSA Total	Central City Pittsburgh
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$13,090	$2,581
Food Store Sales (mil.)	$349,811	$2,857	$584
% of total retail sales	20.3%	21.8%	22.6%
Supermarket Sales (mil.)	$328,415	$2,669	--
% of Food Store Sales	93.9%	93.4%	--
Supermarket Sales per capita	$1,314.50	$1,267.93	--
POPULATION 1989 TOTAL (thous.)	249,840	2,105	378
Total Number of Households (thous.)	93,451	833	160
Population by Age of Household Head			
Under 25 Years	6.2%	4.3%	--
25 - 34 Years	22.4%	19.0%	--
35 - 44 Years	21.2%	18.0%	--
45 - 54 Years	15.1%	16.1%	--
55 - 64 Years	14.3%	17.9%	--
65 and Over	20.8%	25.0%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	28.3%	--
Two	32.2%	31.2%	--
Three	17.6%	17.4%	--
Four	15.1%	14.0%	--
Five	6.9%	6.4%	--
Six and Over	3.6%	2.8%	--
Average Household Size	2.67	2.53	--
INCOME 1989			
Net EBI (mil.)	3,287,489	27,235	4,516
Per Capita EBI	13,158	12,938	11,947
Median Household EBI	25,976	25,149	19,357
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	18.8%	--
$10,000 - $24,999	30.6%	30.9%	--
$25,000 and Over	51.7%	50.3%	--
Projected EBI % change 1989/94	51.0%	40.2%	--
Projected average household EBI % change 1989/94	41.6%	40.4%	--

23. NEWARK, NEW JERSEY - PMSA

Essex, Morris, Sussex and Union Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		71.0%	
Pathmark	18	21.0	na
A&P	34	14.0	Own, Edison & Montvale, NJ
Shop Rite	29	11.0	Wakefern Food Corp., Springfield, NJ
Mayfair	12	8.0	Tiwn County Grocers, Inc., Elizabeth, NJ
Acme	13	6.0	American Store Co., Whippany, NJ
Kings	10	6.0	White Rose, West Caldwell, NJ
Grand Union	6	5.0	Own, Elmwood Park, NJ
OTHER GROCERY STORES	na	na	
TOTAL	122+		

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na not available
* In-house estimates.

Market Area Covered:
NEWARK, NEW JERSEY

Rank in U.S. based on supermarket
sales in 1989: 23

	U.S.	PMSA Total	Central City Newark
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$12,872	$829
Food Store Sales (mil.)	$349,811	$2,829	$168
% of total retail sales	20.3%	22.0%	20.3%
Supermarket Sales (mil.)	$328,415	$2,589	--
% of Food Store Sales	93.9%	91.5%	--
Supermarket Sales per capita	$1,314.50	$1,365.51	--
POPULATION 1989 TOTAL (thous.)	249,840	1,896	317
Total Number of Households (thous.)	93,451	695	113
Population by Age of Household Head			
Under 25 Years	6.2%	3.5%	--
25 - 34 Years	22.4%	19.7%	--
35 - 44 Years	21.2%	23.5%	--
45 - 54 Years	15.1%	17.3%	--
55 - 64 Years	14.3%	16.0%	--
65 and Over	20.8%	20.0%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	23.2%	--
Two	32.2%	29.9%	--
Three	17.6%	18.4%	--
Four	15.1%	16.4%	--
Five	6.9%	7.9%	--
Six and Over	3.6%	4.2%	--
Average Household Size	2.67	2.73	--
INCOME 1989			
Net EBI (mil.)	3,287,489	34,773	3,291
Per Capita EBI	13,158	18,340	10,382
Median Household EBI	25,976	37,359	19,385
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	12.7%	--
$10,000 - $24,999	30.6%	21.0%	--
$25,000 and Over	51.7%	66.3%	--
Projected EBI % change 1989/94	51.0%	44.5%	--
Projected average household EBI % change 1989/94	41.6%	40.6%	--

24. DENVER, COLORADO - PMSA

Adams, Arapahoe, Denver, Douglas and Jefferson Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		74.0%	
King Soopers (Kroger Co.)	53	38.5	Own, Denver, CO
Safeway	59	14.6	Own, Denver, CO
Albertson's	28	7.5	Own, Denver, CO
Grocery Warehouse	5	*	Albertson's, Denver, CO
Alfalfa's	2	*	na
La Petite Boulangerie	13	*	na
Orchards	1	*	na
LEADING INDEPENDENTS:		10.0%	
Cub Foods	6	6.2	Super Valu, Denver, CO
Nobel Sysco	3	*	Own, Denver, CO
Sax Foods	1	*	na
LEADING CONVENIENCE STORES:			
PDQ	8	*	na
7-Eleven	113	*	McLane Western, Denver, CO
Shop 'n Go	19	*	na
Tenneco	13	*	na
U-Tote-M	26	*	na
OTHER GROCERY STORES	na	16.0%	
TOTAL	332+	100.0%	

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na not available

* Included in "Other Grocery Stores" percent.

Market Area Covered:
DENVER, COLORADO

Rank in U.S. based on supermarket sales in 1989: 24

	U.S.	PMSA Total	Central City Denver
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$12,069	$3,340
Food Store Sales (mil.)	$349,811	$2,439	$746
% of total retail sales	20.3%	20.2%	22.3%
Supermarket Sales (mil.)	$328,415	$2,344	--
% of Food Store Sales	93.9%	96.1%	--
Supermarket Sales per capita	$1,314.50	$1,393.58	--
POPULATION 1989 TOTAL (thous.)	249,940	1,682	495
Total Number of Households (thous.)	93,451	674	227
Population by Age of Household Head			
Under 25 Years	6.2%	7.6%	--
25 - 34 Years	22.4%	28.9%	--
35 - 44 Years	21.2%	24.0%	--
45 - 54 Years	15.1%	14.7%	--
55 - 64 Years	14.3%	11.7%	--
65 and Over	20.8%	13.2%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	29.4%	--
Two	32.2%	30.7%	--
Three	17.6%	17.1%	--
Four	15.1%	14.5%	--
Five	6.9%	5.9%	--
Six and Over	3.6%	2.2%	--
Average Household Size	2.67	2.5	--
INCOME 1989			
Net EBI (mil.)	3,287,489	24,888	7,075
Per Capita EBI	13,158	14,797	14,293
Median Household EBI	25,976	30,289	23,021
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	12.5%	--
$10,000 - $24,999	30.6%	28.2%	--
$25,000 and Over	51.7%	59.3%	--
Projected EBI % change 1989/94	51.0%	59.6%	47.0%
Projected average household EBI % change 1989/94	41.6%	45.7%	44.6%

25. MIAMI-HIALEAH, FL - PMSA

Dade County

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		82.0%	
Winn Dixie	54	32.0	Own, Pompano Beach, FL
Publix	40	26.0	Own, North Miami, FL
Pantry Pride/Sun	19	8.0	Malone & Hyde, Pompano Beach, FL
Sedanos	17	8.0	Assoc. Grocers of Florida, Inc., Hialeah, FL
Xtra Super	4	8.0	Malone & Hyde, Pompano Beach, FL
INDEPENDENTS	46	17.0%	Various
OTHER GROCERY STORES	na	1.0%	
TOTAL	180+	100.0%	

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na not available
* In-house estimates.

Note: According to our source, Miami has experienced no changes since last year.

Market Area Covered:
MIAMI-HIALEAH, FLORIDA

Rank in U.S. based on supermarket
sales in 1989: 25

	U.S.	PMSA Total	Central City Miami
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$13,459	$3,126
Food Store Sales (mil.)	$349,811	$2,426	$538
% of total retail sales	20.3%	18.0%	17.2%
Supermarket Sales (mil.)	$328,415	$2,201	--
% of Food Store Sales	93.9%	90.7%	--
Supermarket Sales per capita	$1,314.50	$1,167.02	--
POPULATION 1989 TOTAL (thous.)	249,840	1,886	389
Total Number of Households (thous.)	93,451	726	154
Population by Age of Household Head			
Under 25 Years	6.2%	4.4%	--
25 - 34 Years	22.4%	18.0%	--
35 - 44 Years	21.2%	20.5%	--
45 - 54 Years	15.1%	16.7%	--
55 - 64 Years	14.3%	15.3%	--
65 and Over	20.8%	25.2%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	27.0%	--
Two	32.2%	32.9%	--
Three	17.6%	17.2%	--
Four	15.1%	13.1%	--
Five	6.9%	6.2%	--
Six and Over	3.6%	3.6%	--
Average Household Size	2.67	2.6	--
INCOME 1989			
Net EBI (mil.)	3,287,489	24,875	4,107
Per Capita EBI	13,158	13,189	10,558
Median Household EBI	25,976	24,701	18,083
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	20.1%	--
$10,000 - $24,999	30.6%	30.3%	--
$25,000 and Over	51.7%	49.6%	--
Projected EBI % change 1989/94	51.0%	53.3%	--
Projected average household EBI % change 1989/94	41.6%	40.7%	--

26. BERGEN-PASSAIC, NEW JERSEY - PMSA

Bergen and Passaic Counties

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		80.0%	
Grand Union	22	17.0	Own, Elmwood Park, NJ
A&P	26	18.0	Own, Montvale, NJ
Pathmark	10	14.0	Supermarket General Corp., Woodbridge, NJ
Inserra	12	12.0	Wakefern Food Corp., Mahwak, NJ
Kings	6	6.0	White Rose Food Corp., West Caldwell, NJ
Acme	6	5.0	American Stores Co., Whippany, NJ
Foodtown	7	3.0	Twin County Grocers, Inc., Paramus, NJ
Singer Shop Rite	2	3.0	Wakerfern Food Corp., North Bergen, NJ
Mayfair Food Town	3	2.0	Twin County Grocers, Inc., Elizabeth, NJ
INDEPENDENTS	31	20.0%	Various
OTHER GROCERY STORES	na		
TOTAL	123+	100.0%	

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na not available

* In-house estimates.

Market Area Covered:
BERGEN-PASSAIC, NEW JERSEY

Rank in U.S. based on supermarket sales in 1989: 26

	U.S.	PMSA Total	Central Counties Bergen	Central Counties Passaic
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$12,166	$8,523	$3,644
Food Store Sales (mil.)	$349,811	$2,394	$1,788	$607
% of total retail sales	20.3%	19.7%	21.0%	16.7%
Supermarket Sales (mil.)	$328,415	$2,200	$1,653	$548
% of Food Store Sales	93.9%	91.9%	92.4%	90.3%
Supermarket Sales per capita	$1,314.50	$1,701.47	$1,989.17	$1,183.59
POPULATION 1989 TOTAL (thous.)	249,840	1,293	831	463
Total Number of Households (thous.)	93,451	485	317	169
Population by Age of Household Head				
Under 25 Years	6.2%	2.9%	2.2%	4.1%
25 - 34 Years	22.4%	18.4%	17.0%	20.1%
35 - 44 Years	21.2%	21.4%	21.5%	21.9%
45 - 54 Years	15.1%	17.9%	18.9%	16.6%
55 - 64 Years	14.3%	17.7%	18.6%	16.0%
65 and Over	20.8%	21.4%	21.5%	21.3%
Number of Persons per Household				
% by # of persons per household				
One	24.7%	23.5%	23.7%	22.5%
Two	32.2%	31.1%	31.5%	29.6%
Three	17.6%	18.6%	18.3%	18.9%
Four	15.1%	16.1%	15.8%	16.0%
Five	6.9%	7.6%	7.3%	7.7%
Six and Over	3.6%	3.3%	2.8%	4.1%
Average Household Size	2.67	2.67	2.62	2.74
INCOME 1989				
Net EBI (mil.)	3,287,489	26,052	18,736	7,315
Per Capita EBI	13,158	20,148	22,546	15,799
Median Household EBI	25,976	40,808	45,611	32,860
Household by EBI Groups				
% Distribution				
Under $10,000	17.7%	9.9%	7.3%	14.2%
$10,000 - $24,999	30.6%	19.6%	17.4%	24.3%
$25,000 and Over	51.7%	70.5%	75.1%	61.5%
Projected EBI % change 1989/94	51.0%	43.3%	42.3%	46.0%
Projected average household EBI % change 1989/94	41.6%	40.0%	40.3%	40.3%

27. FT. WORTH-ARLINGTON, TEXAS - PMSA

Johnson, Parker and Tarrant Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		73.5%	
Kroger	17	16.9	Own, Irving, TX
Winn Dixie	37	15.8	Own, Forth Worth, TX
Skagg's Alpha Beta	12	13.7	na
Tom Thumb	8	8.4	Own, Dallas, TX
Minyard/Sack N Sav	19	9.6	Minyards, Coppell, TX
Albertson's	7	9.3	Own, San Antonio, TX
OTHER GROCERY STORES	na	26.5%	
TOTAL	100+	100.0%	

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na not available

Note: Above information kindly provided by FORT WORTH STAR-TELEGRAM.

Market Area Covered:
FORT WORTH–ARLINGTON, TEXAS

Rank in U.S. based on supermarket
sales in 1989: 27

	U.S.	PMSA Total	Central City Ft. Worth	Central City Arlington
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$10,534	$3,777	$2,442
Food Store Sales (mil.)	$349,811	$2,256	$642	$485
% of total retail sales	20.3%	21.4%	17.0%	19.9%
Supermarket Sales (mil.)	$328,415	$2,180	--	--
% of Food Store Sales	93.9%	96.6%	--	--
Supermarket Sales per capita	$1,314.50	$1,684.70	--	--
POPULATION 1989 TOTAL (thous.)	249,840	1,294	442	264
Total Number of Households (thous.)	93,451	485	173	101
Population by Age of Household Head				
Under 25 Years	6.2%	7.8%	--	--
25 - 34 Years	22.4%	24.3%	--	--
35 - 44 Years	21.2%	23.1%	--	--
45 - 54 Years	15.1%	15.7%	--	--
55 - 64 Years	14.3%	13.0%	--	--
65 and Over	20.8%	16.3%	--	--
Number of Persons per Household				
% by # of persons per household				
One	24.7%	21.0%	--	--
Two	32.2%	33.8%	--	--
Three	17.6%	19.0%	--	--
Four	15.1%	16.5%	--	--
Five	6.9%	6.6%	--	--
Six and Over	3.6%	2.9%	--	--
Average Household Size	2.67	2.67	--	--
INCOME 1989				
Net EBI (mil.)	3,287,489	17,344	5,554	3,983
Per Capita EBI	13,158	13,403	12,566	15,087
Median Household EBI	25,976	27,981	22,852	32,022
Household by EBI Groups				
% Distribution				
Under $10,000	17.7%	15.1%	--	--
$10,000 - $24,999	30.6%	29.5%	--	--
$25,000 and Over	51.7%	55.5%	--	--
Projected EBI % change 1989/94	51.0%	65.4%	--	--
Projected average household EBI % change 1989/94	41.6%	41.9%	--	--

28. SAN FRANCISCO, CALIFORNIA - PMSA

Marin, San Francisco and San Mateo Counties

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		75.0%	
Safeway	44	42.0	Own, Fremont, CA
Lucky	14	12.0	Own, San Leandro, CA
Cala/QFI/Beth/Black's	14	7.0	Fleming Co., Inc., South San Francisco, CA
Petrini's	6	4.0	Fleming Co., Inc., South, San Francisco, CA
Alpha Beta	3	3.0	Fleming Co., Inc., Fremont, CA
Albertson's	3	2.0	Fleming Co., Inc. South San Francisco, CA
Military	4	2.0	Buy Direct
Frys	1	1.0	Certified Grocers of CA, El Sobrante, CA
INDEPENDENTS	41	17.0%	
OTHER GROCERY STORES	na	8.0%	
TOTAL	133+	16.0%	

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na not available
* In-house estimates.

Market Area Covered:
SAN FRANCISCO, CALIFORNIA

Rank in U.S. based on supermarket sales in 1989: 28

	U.S.	PMSA Total	Central City San Francisco
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$14,351	$6,242
Food Store Sales (mil.)	$349,811	$2,600	$1,122
% of total retail sales	20.3%	18.1%	18.0%
Supermarket Sales (mil.)	$328,415	$2,178	--
% of Food Store Sales	93.9%	83.8%	--
Supermarket Sales per capita	$1,314.50	$1,362.95	--
POPULATION 1989 TOTAL (thous.)	249,840	1,598	731
Total Number of Households (thous.)	93,451	671	325
Population by Age of Household Head			
Under 25 Years	6.2%	4.8%	--
25 - 34 Years	22.4%	24.0%	--
35 - 44 Years	21.2%	22.2%	--
45 - 54 Years	15.1%	14.9%	--
55 - 64 Years	14.3%	14.2%	--
65 and Over	20.8%	20.0%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	34.1%	--
Two	32.2%	33.4%	--
Three	17.6%	14.6%	--
Four	15.1%	10.7%	--
Five	6.9%	4.6%	--
Six and Over	3.6%	2.7%	--
Average Household Size	2.67	2.38	--
INCOME 1989			
Net EBI (mil.)	3,287,489	32,628	14,732
Per Capita EBI	13,158	20,418	20,153
Median Household EBI	25,976	36,012	31,280
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	11.5%	14.8%
$10,000 - $24,999	30.6%	23.1%	25.2%
$25,000 and Over	51.7%	65.7%	60.0%
Projected EBI % change 1989/94	51.0%	43.8%	43.1%
Projected average household EBI % change 1989/94	41.6%	38.2%	38.2%

29. KANSAS CITY, MISSOURI-KANSAS - MSA

Cass, Clay, Jackson, Lafayette, Platte and Ray Counties - MO
Johnson, Leavenworth, Miami and Wyandothe Counties - KS

Kansas City, MO

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		45.0%	
Food Barn	35	17.0	Safeway, Kansas City, MO
Ball's	13	9.0	Assoc. Wholesale Grocers I, Kansas City, KS
Bob's IGA	9	7.0	Wetterau Food Distributors Group, Kansas City, MO
Dahl's	3	4.0	Super Valu Stores, Inc., Des Moines, IA
Dillon	4	4.0	Kroger, Hutchinson, KS
Aldi	3	1.0	Own, Wright City, MO
Falleys	1	1.0	Assoc., Topeka, KS
Franks Foodland	5	1.0	Wetterau, Inc., Kansas City, MO
Save U More	1	1.0	Hy-Vee Food Stores, Inc., Chariton, IA
INDEPENDENTS	139	53.0%	Various
OTHER GROCERY STORES	na	2.0%	
TOTAL	213	100.0%	

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na not available * In-house estimates.

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Kansas City, KS

LEADING STORES:	*	**	
Ball's	5		Own, Kansas City, KS
Food Barn	2		Own, Kansas City, MO
Milgram's	6		Wetterau, F.D.G., Kansas City, MO
Price Chopper	2		Assoc., Kansas City, KS
Safeway	4		Own, Kansas City, MO
Thriftway	5		Assoc., Kansas City, KS
United Super	3		Fleming Co., Inc. Kansas City, MO
OTHER GROCERY STORES	na		
TOTAL	27+	100.0%	

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na not available * In-house estimates.
** Share of Market Data is unobtainable.

Market Area Covered:
KANSAS CITY, MISSOURI/KANSAS

Rank in U.S. based on supermarket
sales in 1989: 29

	U.S.	MSA Total	Central City Missouri	Kansas
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$11,823	$3,567	$802
Food Store Sales (mil.)	$349,811	$2,222	$647	$174
% of total retail sales	20.3%	18.8%	18.1%	21.7%
Supermarket Sales (mil.)	$328,415	$2,138	--	--
% of Food Store Sales	93.9%	96.2%	--	--
Supermarket Sales per capita	$1,315	$1,349	--	--
POPULATION 1989 TOTAL (thous.)	249,840	1,585	438	161
Total Number of Households (thous.)	93,451	608	177	61
Population by Age of Household Head				
Under 25 Years	6.2%	6.4%	--	--
25 - 34 Years	22.4%	23.5%	--	--
35 - 44 Years	21.2%	22.0%	--	--
45 - 54 Years	15.1%	15.5%	--	--
55 - 64 Years	14.3%	13.7%	--	--
65 and Over	20.8%	18.9%	--	--
Number of Persons per Household % by # of persons per household				
One	24.7%	24.5%	--	--
Two	32.2%	33.1%	--	--
Three	17.6%	17.8%	--	--
Four	15.1%	15.6%	--	--
Five	6.9%	6.3%	--	--
Six and Over	3.6%	2.8%	--	--
Average Household Size	2.67	2.61	--	--
INCOME 1989				
Net EBI (mil.)	3,287,489	22,825	5,997	1,850
Per Capita EBI	13,158	14,401	13,692	11,491
Median Household EBI	25,976	29,370	25,188	23,212
Household by EBI Groups % Distribution				
Under $10,000	17.7%	14.3%	--	--
$10,000 - $24,999	30.6%	27.8%	--	--
$25,000 and Over	51.7%	57.7%	--	--
Projected EBI % change 1989/94	51.0%	51.3%	--	--
Projected average household EBI % change 1989/94	41.6%	42.1%	--	--

30. NEW ORLEANS, LOUISIANA - MSA

Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist and St. Tammany Parishes

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		89.0%	
Winn-Dixie	38	32.0	Own, New Orleans, LA
Schwegmann Giant	13	23.0	Own, New Orleans, LA
National	18	12.0	Own, Harahan, LA
A&P	13	9.0	Own, New Orleans, LA
Delchamps	14	8.0	Own, Mobile, AL
Motts Shop Rite	2	4.0	na
Sunflower	3	1.0	Lewis Grocer Co., Indianola, MS
INDEPENDENTS	45	10.0%	Various
OTHER GROCERY STORES	na	1.0%	
TOTAL	143+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
NEW ORLEANS, LOUISIANA

Rank in U.S. based on supermarket sales in 1989: 30

	U.S.	MSA Total	Central City New Orleans
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$9,056	$3,188
Food Store Sales (mil.)	$349,811	$2,224	$694
% of total retail sales	20.3%	24.6%	21.8%
Supermarket Sales (mil.)	$328,415	$2,102	--
% of Food Store Sales	93.9%	94.5%	--
Supermarket Sales per capita	$1,314.50	$1,602.13	--
POPULATION 1989 TOTAL (thous.)	249,840	1,312	536
Total Number of Households (thous.)	93,451	489	209
Population by Age of Household Head			
Under 25 Years	6.2%	6.7%	--
25 - 34 Years	22.4%	25.4%	--
35 - 44 Years	21.2%	22.1%	--
45 - 54 Years	15.1%	15.3%	--
55 - 64 Years	14.3%	13.5%	--
65 and Over	20.8%	17.0%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	26.0%	--
Two	32.2%	29.0%	--
Three	17.6%	18.2%	--
Four	15.1%	14.9%	--
Five	6.9%	7.4%	--
Six and Over	3.6%	4.5%	--
Average Household Size	2.67	2.68	--
INCOME 1989			
Net EBI (mil.)	3,287,489	14,476	5,586
Per Capita EBI	13,158	11,034	10,422
Median Household EBI	25,976	22,425	17,023
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	23.3%	--
$10,000 - $24,999	30.6%	31.3%	--
$25,000 and Over	51.7%	45.4%	--
Projected EBI % change 1989/94	51.0%	55.0%	--
Projected average household EBI % change 1989/94	41.6%	49.3%	--

31. CLEVELAND, OHIO - PMSA

Cuyahoga, Geauga, Lake and Medina Counties

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		96.0%	
Stop'N Shop	57	44.0%	Own, Bedford Hghts., OH
Pick 'N Pay	42	26.0	Own Cleveland, OH
Fazio's/Fisher's/Carl's	14	13.0	Own, Bedford Heights, OH
Heinen's	11	7.0	Own, Bedford Heights, OH
Giant Eagle	5	6.0	Own, Youngstown, OH
OTHER GROCERY STORES	na	4.0%	
TOTAL	129	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
CLEVELAND, OHIO

Rank in U.S. based on supermarket
sales in 1989: 31

	U.S.	PMSA Total	Central City Cleveland
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$12,037	$2,072
Food Store Sales (mil.)	$349,811	$2,245	$473
% of total retail sales	20.3%	18.7%	22.8%
Supermarket Sales (mil.)	$328,415	--	--
% of Food Store Sales	93.9%	--	--
Supermarket Sales per capita	$1,314.50	--	--
POPULATION 1989 TOTAL (thous.)	249,840	1,840	525
Total Number of Households (thous.)	93,451	721	214
Population by Age of Household Head			
Under 25 Years	6.2%	5.0%	--
25 - 34 Years	22.4%	20.7%	--
35 - 44 Years	21.2%	20.2%	--
45 - 54 Years	15.1%	16.4%	--
55 - 64 Years	14.3%	16.5%	--
65 and Over	20.8%	21.2%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	24.0%	--
Two	32.2%	24.7%	--
Three	17.6%	13.2%	--
Four	15.1%	10.3%	--
Five	6.9%	5.0%	--
Six and Over	3.6%	2.5%	--
Average Household Size	2.67	2.48	--
INCOME 1989			
Net EBI (mil.)	3,287,489	25,613	5,645
Per Capita EBI	13,158	13,920	10,752
Median Household EBI	25,976	27,753	18,444
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	17.5%	--
$10,000 - $24,999	30.6%	27.7%	--
$25,000 and Over	51.7%	54.9%	--
Projected EBI % change 1989/94	51.0%	44.5%	--
Projected average household EBI % change 1989/94	41.6%	43.5%	--

32. CINCINNATI, OHIO-KENTUCKY-INDIANA - PMSA

Clermont, Hamilton and Warren Counties - OH
Boone, Campbell and Kenton Counties - KY
Dearborn County - IN

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		75.2%	
Kroger	47	46.4	Own, Cincinnati, OH
Thriftway	17	18.8	Own, Cincinnati, OH
Bigg's	1	8.0	na
Marsh's	2	2.0	Own, Yorktown, IN
Convenience Food Mart	43	*	na
Food Mart	1	*	na
King Kwik	104	*	na
Stop'N Go	11	*	na
Super Valu	7	*	na
United Dairy Farmers	82	*	na
White Villa	27	*	na
VOLUNTARY &/OR COOP GROUPS:		14.0%	
IGA	51	14.0	Super Food Services, Bellefontaine, OH
U-Tote-M	19	*	na
OTHER GROCERY STORES	na	10.6%	
TOTAL	412+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.

Market Area Covered:
CINCINNATI, OHIO

Rank in U.S. based on supermarket sales in 1989: 32

	U.S.	PMSA Total	Central City Cincinnati
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$10,539	$2,611
Food Store Sales (mil.)	$349,811	$2,186	$633
% of total retail sales	20.3%	20.7%	24.2%
Supermarket Sales (mil.)	$328,415	$2,030	--
% of Food Store Sales	93.9%	92.9%	--
Supermarket Sales per capita	$1,314.50	$1,399.04	--
POPULATION 1989 TOTAL (thous.)	249,840	1,451	374
Total Number of Households (thous.)	93,451	554	165
Population by Age of Household Head			
Under 25 Years	6.2%	6.5%	--
25 - 34 Years	22.4%	22.7%	--
35 - 44 Years	21.2%	20.6%	--
45 - 54 Years	15.1%	15.7%	--
55 - 64 Years	14.3%	14.3%	--
65 and Over	20.8%	20.0%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	26.5%	--
Two	32.2%	30.0%	--
Three	17.6%	17.7%	--
Four	15.1%	15.0%	--
Five	6.9%	7.0%	--
Six and Over	3.6%	3.6%	--
Average Household Size	2.67	2.62	--
INCOME 1989			
Net EBI (mil.)	3,287,489	19,495	4,833
Per Capita EBI	13,158	13,436	12,922
Median Household EBI	25,976	27,155	20,122
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	17.0%	--
$10,000 - $24,999	30.6%	29.1%	--
$25,000 and Over	51.7%	54.0%	--
Projected EBI % change 1989/94	51.0%	49.4%	--
Projected average household EBI % change 1989/94	41.6%	44.4%	--

33. SAN ANTONIO, TEXAS - MSA

Bexar, Comal, and Guadalupe Counties

	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:		95.4%*	
H.E.B.	34	53.6	Own, Corpus Christi, TX
Kroger	13	11.8	Own, Houston, TX
Commissaries (Base)*	na	10.6	Buy Direct
Handy Andy	20	10.0	Sweeney & Co., San Antonio, TX
Albertson's	10	9.4	Fleming Co., San Antonio, TX
LEADING INDEPENDENTS:		1.3%	
Warehouse Groceries	8	1.3	Own, San Antonio, TX
OTHER GROCERY STORES	na	3.3%	
TOTAL	85	100.0%	

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na not available
Note: Above information kindly provided by THE SAN ANTONIO LIGHT.

Market Area Covered:
SAN ANTONIO, TEXAS

Rank in U.S. based on supermarket
sales in 1989: 33

	U.S.	MSA Total	Central City San Antonio
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$8,805	$7,240
Food Store Sales (mil.)	$349,811	$2,079	$1,746
% of total retail sales	20.3%	23.6%	24.1%
Supermarket Sales (mil.)	$328,415	$2,005	--
% of Food Store Sales	93.9%	96.4%	--
Supermarket Sales per capita	$1,314.50	$1,517.79	--
POPULATION 1989 TOTAL (thous.)	249,840	1,321	1,025
Total Number of Households (thous.)	93,451	455	355
Population by Age of Household Head			
Under 25 Years	6.2%	6.6%	--
25 - 34 Years	22.4%	24.4%	--
35 - 44 Years	21.2%	21.3%	--
45 - 54 Years	15.1%	15.4%	--
55 - 64 Years	14.3%	14.3%	--
65 and Over	20.8%	17.8%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	20.2%	--
Two	32.2%	29.9%	--
Three	17.6%	18.9%	--
Four	15.1%	16.7%	--
Five	6.9%	8.6%	--
Six and Over	3.6%	5.9%	--
Average Household Size	2.67	2.91	--
INCOME 1989			
Net EBI (mil.)	3,287,489	14,068	10,000
Per Capita EBI	13,158	10,650	9,756
Median Household EBI	25,976	22,332	20,601
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	20.4%	--
$10,000 - $24,999	30.6%	34.3%	--
$25,000 and Over	51.7%	45.3%	--
Projected EBI % change 1989/94	51.0%	60.1%	--
Projected average household EBI % change 1989/94	41.6%	41.9%	--

34. SAN JOSE, CALIFORNIA - PMSA

Santa Clara County

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		74.0%	
Lucky	35	34.0	Own, San Leandro, CA
Safeway	30	22.0	Own, Fremont, CA
Fry's	10	8.0	Certified Grocers, Los Angeles, CA
Nob Hill	12	6.0	Fleming Foods, San Leandro, CA
P.W. Super	9	3.0	United Grocers, Richmond, CA
7-Eleven (C)	98	1.0	United Grocers, Cupertino, CA
Pak-n-Save	3	*	Safeway, Fremont, CA
Petrini's	4	*	Market Wholesale Grocery Corp., Fresno, CA
Stop'N Go (C)	17	*	United Grocers, Richmond, CA
LEADING INDEPENDENTS:		6.0%	
H & S Food Villa	1	3.0	United Grocers, Richmond, CA
Micalis Food Villa	4	3.0	United Grocers, Richmond, CA
Consentino	2	*	Own, San Jose, CA
Co-op Supermarkets	1	*	United Grocers, San Jose, CA
Lunardis	2	*	na
Quality Food	1		
OTHER GROCERY STORES	na	20.0%	
TOTAL	229+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by THE SAN JOSE MERCURY NEWS.

Market Area Covered:
SAN JOSE, CALIFORNIA

Rank in U.S. based on supermarket
sales in 1989: 34

	U.S.	PMSA Total	Central City San Jose
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$11,669	$4,505
Food Store Sales (mil.)	$349,811	$2,148	$1,020
% of total retail sales	20.3%	18.4%	22.6%
Supermarket Sales (mil.)	$328,415	$1,982	--
% of Food Store Sales	93.9%	92.3%	--
Supermarket Sales per capita	$1,314.50	$1,361.26	--
POPULATION 1989 TOTAL (thous.)	249,840	1,456	750
Total Number of Households (thous.)	93,451	515	251
Population by Age of Household Head			
Under 25 Years	6.2%	7.0%	--
25 - 34 Years	22.4%	26.4%	--
35 - 44 Years	21.2%	25.8%	--
45 - 54 Years	15.1%	16.1%	--
55 - 64 Years	14.3%	12.2%	--
65 and Over	20.8%	12.6%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	22.9%	--
Two	32.2%	32.0%	--
Three	17.6%	18.3%	--
Four	15.1%	16.3%	--
Five	6.9%	7.0%	--
Six and Over	3.6%	3.7%	--
Average Household Size	2.67	2.83	--
INCOME 1989			
Net EBI (mil.)	3,287,489	26,771	12,320
Per Capita EBI	13,158	18,387	16,427
Median Household EBI	25,976	42,126	41,290
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	7.8%	--
$10,000 - $24,999	30.6%	19.0%	--
$25,000 and Over	51.7%	73.4%	--
Projected EBI % change 1989/94	51.0%	46.2%	--
Projected average household EBI % change 1989/94	41.6%	38.2%	--

35. SACRAMENTO, CALIFORNIA - MSA

El Dorado, Placer, Sacramento and Yolo Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		78.0%	
Lucky	29	25.0	Own, San Leandro, CA
Raley's	17	17.0	Fleming Foods, Sacramento, CA
Albertson's	14	11.0	Fleming Foods, Fremont, CA
Bel Air	13	9.0	Gergro, Stockton, CA
Safeway	13	8.0	Own, Sacramento, CA
Pak N'Save	3	5.0	Own, Milpitas, CA
Jumbo	5	3.0	Fleming Foods, Fremont, CA
OTHER GROCERY STORES	na	22.0%	
TOTAL	94+	100.0%	

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na not available

Note: Above information kindly provided by THE SACRAMENTO BEE.

Market Area Covered:
SACRAMENTO, CALIFORNIA

Rank in U.S. based on supermarket
sales in 1989: 35

	U.S.	MSA Total	Central City Sacramento
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$10,824	$7,867
Food Store Sales (mil.)	$349,811	$2,052	$1,403
% of total retail sales	20.3%	19.0%	17.8%
Supermarket Sales (mil.)	$328,415	$1,955	--
% of Food Store Sales	93.9%	95.3%	--
Supermarket Sales per capita	$1,314.50	$1,352.94	--
POPULATION 1989 TOTAL (thous.)	249,840	1,445	1,014
Total Number of Households (thous.)	93,451	561	401
Population by Age of Household Head			
Under 25 Years	6.2%	7.8%	--
25 - 34 Years	22.4%	24.8%	--
35 - 44 Years	21.2%	21.6%	--
45 - 54 Years	15.1%	15.2%	--
55 - 64 Years	14.3%	13.9%	--
65 and Over	20.8%	16.9%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	25.8%	--
Two	32.2%	34.8%	--
Three	17.6%	17.5%	--
Four	15.1%	14.3%	--
Five	6.9%	5.5%	--
Six and Over	3.6%	2.3%	--
Average Household Size	2.67	2.57	--
INCOME 1989			
Net EBI (mil.)	3,287,489	21,224	15,261
Per Capita EBI	13,158	14,688	15,050
Median Household EBI	25,976	28,735	29,175
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	14.8%	14.5%
$10,000 - $24,999	30.6%	29.1%	29.2%
$25,000 and Over	51.7%	56.0%	56.6%
Projected EBI % change 1989/94	51.0%	56.9%	56.5%
Projected average household EBI % change 1989/94	41.6%	38.2%	38.2%

36. NORFOLK-VA. BEACH-NEWPORT NEWS, VIRGINIA - MSA

Gloucester, James City and York Counties

NORFOLK - VIRGINIA BEACH

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		49.5%	
Food Lion	29	36.5	Own, Salisbury, NC
7-Eleven (C)	170	8.0	Southland Distribution Center, Fredericksburg, VA
Super Fresh	16	5.0	A&P Distribution Center, Baltimore, MD
VOLUNTARY &/OR COOP GROUPS:		46.5%	
Farm Fresh	27	27.3	Richfood, Richmond, VA
Be-Lo	25	6.8	Camellia Food Stores, Inc. Norfolk, VA
Gene Walters' Marketplace	12	5.9	Richfood, Richmond, VA
Nicks/Earles	7	2.5	Camellia Food Stores, Inc. Norfolk, VA
Food Carnival	2	4.0	
OTHER GROCERY STORES	199	4.0%	
TOTAL	487	100.0%	

(C) Convenience Stores
Note: Above information kindly provided by THE VIRGINIAN-PILOT/LEDGER STAR.

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NEWPORT NEWS

LEADING STORES:	*	**	
Be-Lo	6		Camellia Food Stores, Inc., Norfolk, VA
Earles	1		Camellia Food Stores, Inc. Norfolk, VA
Farm Fresh	14		Richfoods, Richmond, VA
Food Lion	4		Own, Salisbury, NC
Giant	3		na
Super Fresh (Sun)	7		Richfoods, Richmond, VA
OTHER GROCERY STORES	na		
TOTAL	35+		

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na not available
* In-house estimates.
**Share of Market Data in unobtainable.

Market Area Covered:
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VIRGINIA
Rank in U.S. based on supermarket sales in 1989: 36

	U.S.	PMSA Total	Central City Norfolk	Central City Virginia Beach
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$9,879	$1,850	$1,161
Food Store Sales (mil.)	$349,811	$2,012	$355	$202
% of total retail sales	20.3%	20.4%	19.2%	17.4%
Supermarket Sales (mil.)	$328,415	$1,934	$329	$190
% of Food Store Sales	93.9%	96.1%	92.7%	94.1%
Supermarket Sales per capita	$1,315	$1,400	$1,163	$1,145
POPULATION 1989 TOTAL (thous.)	249,840	1,381	283	166
Total Number of Households (thous.)	93,451	476	96	60
Population by Age of Household Head				
Under 25 Years	6.2%	7.8%	10.4%	8.3%
25 - 34 Years	22.4%	25.2%	25.0%	26.7%
35 - 44 Years	21.2%	23.5%	16.7%	21.7%
45 - 54 Years	15.1%	15.5%	13.5%	15.0%
55 - 64 Years	14.3%	13.4%	14.6%	13.3%
65 and Over	20.8%	14.5%	18.8%	13.3%
Number of Persons per Household				
% by # of persons per household				
One	24.7%	21.4%	32.3%	23.3%
Two	32.2%	31.1%	30.2%	31.7%
Three	17.6%	20.2%	17.7%	20.0%
Four	15.1%	16.6%	11.5%	15.0%
Five	6.9%	7.4%	5.2%	6.7%
Six and Over	3.6%	3.4%	3.1%	3.3%
Average Household Size	2.67	2.9	2.96	2.74
INCOME 1989				
Net EBI (mil.)	3,287,489	17,462	3,244	1,936
Per Capita EBI	13,158	12,644	11,463	11,663
Median Household EBI	25,976	27,716	21,379	24,552
Household by EBI Groups				
% Distribution				
Under $10,000	17.7%	14.5%	11.5%	31.7%
$10,000 - $24,999	30.6%	30.5%	21.9%	60.0%
$25,000 and Over	51.7%	54.8%	32.3%	66.7%
Projected EBI % change 1989/94	51.0%	55.0%	39.2%	52.4%
Projected average household EBI % change 1989/94	41.6%	41.1%	40.4%	40.4%

37. MILWAUKEE, WISCONSIN - PMSA

Milwaukee, Ozaukee, Washington and Waukesha Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		83.0%	
Pick 'N Save	27	37.0	Roundy's, Milwaukee, WI
Sentry	44	19.0	Godfrey, Waukesha, WI
Kohls II	41	15.0	A&P, Milwaukee, WI
Cub Foods	4	8.0	Super Valu, Stillwater, MN
Piggly Wiggly/Sav-U Stores	7	4.0	Schultz Sav-O-Stores, Sheboygan, WI
Town & Country	4	na	Super Valu,. West Allis, WI
OTHER GROCERY STORES	na	17.0%	
TOTAL	127+	100.0%	

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na not available

Market Area Covered:
MILWAUKEE, WISCONSIN

Rank in U.S. based on supermarket sales in 1989: 37

	U.S.	PMSA Total	Central City Milwaukee
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$10,484	$6,896
Food Store Sales (mil.)	$349,811	$2,047	$1,379
% of total retail sales	20.3%	19.5%	20.0%
Supermarket Sales (mil.)	$328,415	$1,931	$1,293
% of Food Store Sales	93.9%	94.3%	93.8%
Supermarket Sales per capita	$1,315	$1,375	$1,386
POPULATION 1989 TOTAL (thous.)	249,840	1,404	933
Total Number of Households (thous.)	93,451	544	381
Population by Age of Household Head			
Under 25 Years	6.2%	6.4%	7.3%
25 - 34 Years	22.4%	23.2%	23.4%
35 - 44 Years	21.2%	20.6%	17.8%
45 - 54 Years	15.1%	15.6%	14.7%
55 - 64 Years	14.3%	14.2%	14.4%
65 and Over	20.8%	19.9%	22.3%
Number of Persons per Household			
% by # of persons per household			
One	24.7%	27.8%	31.8%
Two	32.2%	30.5%	31.2%
Three	17.6%	16.9%	16.0%
Four	15.1%	14.7%	12.3%
Five	6.9%	7.0%	5.8%
Six and Over	3.6%	3.3%	2.9%
Average Household Size	2.67	2.58	2.45
INCOME 1989			
Net EBI (mil.)	3,287,489	20,867	13,353
Per Capita EBI	13,158	14,863	14,312
Median Household EBI	25,976	30,651	27,407
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	13.1%	15.7%
$10,000 - $24,999	30.6%	27.0%	29.9%
$25,000 and Over	51.7%	60.1%	54.3%
Projected EBI % change 1989/94	51.0%	47.3%	44.0%
Projected average household EBI % change 1989/94	41.6%	44.1%	43.6%

38. FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH, FLORIDA - PMSA

Broward County

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		93.0%	
Winn-Dixie	50	35.0	Own, Pompano Beach, FL
Publix	47	33.0	Own, Miami, FL
Albertson's	7	10.0	Super Food Services, Orlando, FL
Pantry Pride/Sun	7	6.0	Malone & Hyde Inc., Miami, FL
Pic-N-Pay/Payless/Buy Rite	6	4.0	Assoc. Grocers, Miami, FL
Great Value	3	3.0	Assoc. Grocers, Miami, FL
7-Eleven (C)	83	2.0	Southland Corp., Orlando, FL
Circle K (C)	28	*	McLane Southeast, Athens, GA
Cumberland Farms	18	*	Certified Grocers, Ocala, FL
Farm Stores	53	*	McLane Southeast, Lakeland, FL
Food Spot	8	*	Assoc. Grocers, Miami, FL
Majik Markets	8	*	Own, Atlanta, GA
Stop 'N Go (C)	4	*	McLane Southeast, Lakeland, FL
Xtra Super Food Centers	3	*	Malone & Hyde, Inc., Pompano Beach, FL
VOLUNTARY &/OR COOP GROUPS:		1.5%	
Associated Grocers	23	1.5	Assoc. Grocers, Miami, FL
LEADING INDEPENDENTS:		0.7%	
Sureway	1	0.3	Malone & Hyde, Inc., Pompano Beach FL
Coral Ridge Market	1	0.2	Assoc. Grocers, Miami, FL
Oceanside Market	1	0.2	Malone & Hyde, Inc. Pompano Beach, FL
OTHER GROCERY STORES	na	4.8%	
TOTAL	351+	100.0%	

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na not available
(C) Convenience store
* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by THE FORT LAUDERDALE NEWS/SUN-SENTINEL.

Market Area Covered:
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH, FLORIDA
Rank in U.S. based on supermarket sales in 1989: 38

		PMSA	Central Cities	
	U.S.	Total	Ft. Lauderdale	Hollywood
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$10,564	$2,470	$1,247
Food Store Sales (mil.)	$349,811	$2,026	$285	$202
% of total retail sales	20.3%	19.2%	11.5%	16.2%
Supermarket Sales (mil.)	$328,415	$1,820	--	--
% of Food Store Sales	93.9%	89.8%	--	--
Supermarket Sales per capita	$1,314.50	$1,450.20	--	--
POPULATION 1989 TOTAL (thous.)	249,840	1,255	155	129
Total Number of Households (thous.)	93,451	546	73	58
Population by Age of Household Head				
Under 25 Years	6.2%	4.0%	--	--
25 - 34 Years	22.4%	16.7%	--	--
35 - 44 Years	21.2%	17.2%	--	--
45 - 54 Years	15.1%	12.6%	--	--
55 - 64 Years	14.3%	14.7%	--	--
65 and Over	20.8%	34.8%	--	--
Number of Persons per Household				
% by # of persons per household				
One	24.7%	27.8%	--	--
Two	32.2%	41.4%	--	--
Three	17.6%	13.9%	--	--
Four	15.1%	10.4%	--	--
Five	6.9%	4.4%	--	--
Six and Over	3.6%	2.0%	--	--
Average Household Size	2.67	2.3	--	--
INCOME 1989				
Net EBI (mil.)	3,287,489	20,330	2,762	2,090
Per Capita EBI	13,158	16,199	17,819	16,202
Median Household EBI	25,976	28,030	25,384	26,280
Household by EBI Groups				
% Distribution				
Under $10,000	17.7%	13.4%	--	--
$10,000 - $24,999	30.6%	31.1%	--	--
$25,000 and Over	51.7%	55.7%	--	--
Projected EBI % change 1989/94	51.0%	58.2%	--	--
Projected average household EBI % change 1989/94	41.6%	40.7%	--	--

39. COLUMBUS, OHIO - MSA

Delaware, Fairfield, Franklin, Licking, Madison, Pickaway and Union Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		81.0%	
Kroger	36	36.0	Own, Columbus, OH
Big Bear	32	27.0	Own, Columbus, OH
Meijer	5	12.0	Own, Grand Rapids, MI
Cub Foods	4	6.0	Super Valu, Xenia, OH
Cardinal Food Stores	38	*	Own, Columbus, OH
Food World	3	*	Seaway, Cleveland, OH
Gateway	3	*	Wetterau, Columbus, OH
VOLUNTARY &/OR COOP GROUPS:			
IGA (Super Food Services)	21	*	Own, Bellefontaine, OH
Super Duper	27	*	S.M. Flickinger Co., Columbus, OH
LEADING CONVENIENCE STORES:			
Convenient	16	*	Super Food Services, Cincinnati, OH
United Dairy Farmers	50	*	Own, Cincinnati, OH
OTHER GROCERY STORES	na	19.0%	
TOTAL	235+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.

Market Area Covered:
COLUMBUS, OHIO

Rank in U.S. based on supermarket
sales in 1989: 39

	U.S.	PMSA Total	Central City Columbus
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$10,321	$5,326
Food Store Sales (mil.)	$349,811	$1,846	$752
% of total retail sales	20.3%	17.9%	14.1%
Supermarket Sales (mil.)	$328,415	$1,752	--
% of Food Store Sales	93.9%	94.9%	--
Supermarket Sales per capita	$1,314.50	$1,293.94	--
POPULATION 1989 TOTAL (thous.)	249,840	1,354	582
Total Number of Households (thous.)	93,451	527	243
Population by Age of Household Head			
Under 25 Years	6.2%	8.3%	--
25 - 34 Years	22.4%	25.2%	--
35 - 44 Years	21.2%	21.6%	--
45 - 54 Years	15.1%	15.2%	--
55 - 64 Years	14.3%	12.9%	--
65 and Over	20.8%	16.7%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	28.3%	--
Two	32.2%	30.7%	--
Three	17.6%	17.5%	--
Four	15.1%	14.6%	--
Five	6.9%	6.5%	--
Six and Over	3.6%	2.7%	--
Average Household Size	2.67	2.57	--
INCOME 1989			
Net EBI (mil.)	3,287,489	17,218	7,040
Per Capita EBI	13,158	12,716	12,096
Median Household EBI	25,976	25,109	21,685
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	17.5%	--
$10,000 - $24,999	30.6%	32.1%	--
$25,000 and Over	51.7%	50.1%	--
Projected EBI % change 1989/94	51.0%	52.6%	--
Projected average household EBI % change 1989/94	41.6%	43.4%	--

40. MONMOUTH-OCEAN, NEW JERSEY - PMSA

Monmouth and Ocean Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		44.0%	
Pathmark	9	15.0	Own, Edison, NJ
A&P	12	12.0	Own, Edison, NJ
Grand Union	7	9.0	Own, Wayne, NJ
Acme	12	8.0	Own, Malverne, PA
VOLUNTARY &/OR COOP GROUPS:		55.0%	
Shop Rite	14	28.0	Wakefern Food Corp., Elizabeth, NJ
Food Town	31	27.0	Twin City Grocers, Edison, NJ
LEADING CONVENIENCE STORES:			
Cumberland Farms	49	*	Own, Canton, MA
Fresh Farms	1	*	na
Krauzer's	34	*	Own, Edison, NJ
Quick Chek	17	*	Own, Whitehouse, NJ
7-Eleven	37	*	Own, Willow Grove, PA
Wawa	9	*	Own, Wawa, PA
OTHER GROCERY STORES	na	1.0%	
TOTAL	232+	100.0%	

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na not available

* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by THE ASBURY PARK PRESS.

Market Area Covered:
MONMOUTH-OCEAN, NEW JERSEY

Rank in U.S. based on supermarket
sales in 1989: 40

	U.S.	PMSA Total	Central Counties Monmouth	 Ocean
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$8,506	$5,009	$3,497
Food Store Sales (mil.)	$349,811	$1,853	$1,066	$787
% of total retail sales	20.3%	21.8%	21.3%	22.5%
Supermarket Sales (mil.)	$328,415	$1,739	$997	$742
% of Food Store Sales	93.9%	93.8%	93.5%	94.3%
Supermarket Sales per capita	$1,314.50	$1,761.90	$1,764.60	$1,758.29
POPULATION 1989 TOTAL (thous.)	249,840	987	565	422
Total Number of Households (thous.)	93,451	377	207	171
Population by Age of Household Head				
Under 25 Years	6.2%	2.9%	3.4%	2.9%
25 - 34 Years	22.4%	18.3%	19.3%	17.5%
35 - 44 Years	21.2%	21.5%	24.2%	18.1%
45 - 54 Years	15.1%	14.9%	17.4%	11.7%
55 - 64 Years	14.3%	14.6%	15.0%	14.0%
65 and Over	20.8%	27.9%	21.3%	35.7%
Number of Persons per Household				
% by # of persons per household				
One	24.7%	25.3%	24.2%	26.9%
Two	32.2%	32.4%	29.0%	35.7%
Three	17.6%	16.2%	17.4%	14.6%
Four	15.1%	15.4%	16.9%	12.9%
Five	6.9%	7.4%	8.2%	6.4%
Six and Over	3.6%	3.4%	3.9%	2.9%
Average Household Size	2.67	2.62	2.73	2.47
INCOME 1989				
Net EBI (mil.)	3,287,489	18,042	10,910	7,132
Per Capita EBI	13,158	18,280	19,310	16,900
Median Household EBI	25,976	35,845	39,796	31,632
Household by EBI Groups				
% Distribution				
Under $10,000	17.7%	10.1%	9.7%	10.5%
$10,000 - $24,999	30.6%	24.1%	20.8%	28.1%
$25,000 and Over	51.7%	65.3%	69.1%	60.2%
Projected EBI % change 1989/94	51.0%	54.0%	52.3%	56.5%
Projected average household EBI % change 1989/94	41.6%	40.0%	40.3%	40.3%

41. MIDDLESEX-SOMERSET-HUNTERDON - PMSA

Hunterdon, Middlesex and Somerset Counties

	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Acme	8		American Stores Co., Whippany, NJ
A&P	13		Own, Montvale, NJ
Foodtown	15		Twin County Grocers, Edison, NJ
Grand Union	5		Own, Wayne, NJ
Pathmark	11		Supermarkets General Corp. Woodbridge, NJ
ShopRite	14		Wakefern Food Corp., Elizabeth, NJ
Super Fresh	1		A&P, Florence, NJ
OTHER GROCERY STORES	na		
TOTAL	67+		

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na not available
* Share of Market Data is unobtainable.

Note: Above information does not include Hunterdon County. Above information kindly provided by THE CENTRAL NEW JERSEY HOME NEWS.

Market Area Covered:
MIDDLESEX-SOMERSET-HUNTERDON, NEW JERSEY

Rank in U.S. based on supermarket
sales in 1989: 41

		PMSA	Central Counties	
	U.S.	Total	Middlesex	Somerset
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$8,273	$5,127	$2,207
Food Store Sales (mil.)	$349,811	$1,816	$1,095	$515
% of total retail sales	20.3%	22.0%	21.4%	23.3%
Supermarket Sales (mil.)	$328,415	$1,688	$1,006	$486
% of Food Store Sales	93.9%	93.0%	91.9%	94.4%
Supermarket Sales per capita	$1,314.50	$1,703.33	$1,531.20	$2,103.90
POPULATION 1989 TOTAL (thous.)	249,840	991	657	231
Total Number of Households (thous.)	93,451	354	236	83
Population by Age of Household Head				
Under 25 Years	6.2%	3.7%	4.2%	3.6%
25 - 34 Years	22.4%	20.9%	21.6%	20.5%
35 - 44 Years	21.2%	24.0%	22.9%	25.3%
45 - 54 Years	15.1%	18.6%	18.2%	20.5%
55 - 64 Years	14.3%	16.4%	16.9%	16.9%
65 and Over	20.8%	16.1%	16.1%	15.7%
Number of Persons per Household				
% by # of persons per household				
One	24.7%	21.8%	22.5%	20.5%
Two	32.2%	29.9%	29.7%	30.1%
Three	17.6%	19.2%	19.1%	19.3%
Four	15.1%	17.5%	17.4%	18.1%
Five	6.9%	8.2%	8.1%	8.4%
Six and Over	3.6%	3.4%	3.4%	3.6%
Average Household Size	2.67	2.8	2.79	2.78
INCOME 1989				
Net EBI (mil.)	3,287,489	19,693	12,230	5,332
Per Capita EBI	13,158	19,872	18,615	23,082
Median Household EBI	25,976	44,455	42,180	51,181
Household by EBI Groups				
% Distribution				
Under $10,000	17.7%	7.3%	8.1%	21.7%
$10,000 - $24,999	30.6%	16.4%	17.4%	13.3%
$25,000 and Over	51.7%	76.3%	74.2%	80.7%
Projected EBI % change 1989/94	51.0%	52.3%	50.8%	54.4%
Projected average household EBI % change 1989/94	41.6%	40.4%	40.3%	40.3%

42. ORLANDO, FLORIDA - MSA

Orange, Osceola and Seminole Counties

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		81.0%	
Winn-Dixie	41	36.0	Own, Orlando, FL and Super Food Services Inc., Orlando, FL
Publix/Food World	34	27.0	Publix, Jacksonville and Lakeland, FL
Albertson's, Inc.	9	14.0	Super Food Service Inc., Orlando, FL
Xtra Super Food Center	1	2.0	Malone & Hyde Inc., Pompano Beach, FL
Military	1	2.0	Buy Direct
INDEPENDENTS	19	14.0%	
OTHER GROCERY STORES	na	5.0%	
TOTAL	105+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
ORLANDO, FLORIDA

Rank in U.S. based on supermarket
sales in 1989: 42

	U.S.	MSA Total	Central City Orlando
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$9,789	$2,074
Food Store Sales (mil.)	$349,811	$1,770	$420
% of total retail sales	20.3%	18.1%	20.3%
Supermarket Sales (mil.)	$328,415	$1,679	--
% of Food Store Sales	93.9%	94.9%	--
Supermarket Sales per capita	$1,314.50	$1,608.24	--
POPULATION 1989 TOTAL (thous.)	249,840	1,044	169
Total Number of Households (thous.)	93,451	401	67
Population by Age of Household Head			
Under 25 Years	6.2%	6.5%	--
25 - 34 Years	22.4%	21.4%	--
35 - 44 Years	21.2%	21.4%	--
45 - 54 Years	15.1%	16.2%	--
55 - 64 Years	14.3%	14.5%	--
65 and Over	20.8%	20.2%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	23.7%	--
Two	32.2%	34.9%	--
Three	17.6%	17.7%	--
Four	15.1%	14.5%	--
Five	6.9%	6.2%	--
Six and Over	3.6%	3.0%	--
Average Household Size	2.67	2.6	--
INCOME 1989			
Net EBI (mil.)	3,287,489	13,955	2,234
Per Capita EBI	13,158	13,367	13,219
Median Household EBI	25,976	26,476	22,884
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	15.0%	--
$10,000 - $24,999	30.6%	32.2%	--
$25,000 and Over	51.7%	52.9%	--
Projected EBI % change 1989/94	51.0%	67.6%	--
Projected average household EBI % change 1989/94	41.6%	40.7%	--

43. ROCHESTER, NEW YORK - MSA

Livingston, Monroe, Ontario, Orleans and Wayne Counties

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:		73.0%	
Wegman's Food Markets	25	40.0	Own, Rochester, NY
Bells/Apple's	16	18.0	Peter J. Schmitt, Buffalo, NY
Tops	11	15.0	Niagara Frontier, Buffalo, NY
VOLUNTARY &/OR COOP GROUPS:		8.0%	
Big M Supermarkets	15	6.0	P&C Foods, Syracuse, NY
Super Duper	12	2.0	S.M. Flickinger Co., Buffalo, NY
OTHER GROCERY STORES	na	19.0%	
TOTAL	88+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
ROCHESTER, NEW YORK

Rank in U.S. based on supermarket
sales in 1989: 43

	U.S.	MSA Total	Central City Rochester
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$7,505	$1,419
Food Store Sales (mil.)	$349,811	$1,723	$303
% of total retail sales	20.3%	23.0%	21.4%
Supermarket Sales (mil.)	$328,415	$1,640	--
% of Food Store Sales	93.9%	95.2%	--
Supermarket Sales per capita	$1,314.50	$1,648.24	--
POPULATION 1989 TOTAL (thous.)	249,840	995	234
Total Number of Households (thous.)	93,451	371	98
Population by Age of Household Head			
Under 25 Years	6.2%	5.9%	--
25 - 34 Years	22.4%	22.9%	--
35 - 44 Years	21.2%	21.6%	--
45 - 54 Years	15.1%	15.1%	--
55 - 64 Years	14.3%	14.3%	--
65 and Over	20.8%	19.9%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	25.1%	--
Two	32.2%	31.3%	--
Three	17.6%	17.3%	--
Four	15.1%	15.9%	--
Five	6.9%	7.3%	--
Six and Over	3.6%	3.2%	--
Average Household Size	2.67	2.68	--
INCOME 1989			
Net EBI (mil.)	3,287,489	14,266	2,881
Per Capita EBI	13,158	14,338	12,312
Median Household EBI	25,976	29,974	21,139
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	13.7%	--
$10,000 - $24,999	30.6%	27.5%	--
$25,000 and Over	51.7%	58.8%	--
Projected EBI % change 1989/94	51.0%	41.0%	--
Projected average household EBI % change 1989/94	41.6%	36.8%	--

44. HARTFORD-NEW BRITAIN-MIDDLETOWN, CONNECTICUT - CMSA

Parts of Hartford, Litchfield, Middlesex, New London and Tolland Counties

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		67.0%	
Waldbaum's	14	15.0	C&S Wholesale Grocers, Inc., Holyoke, MA
Stop & Shop	15	14.0	Own, North Quincy, MA
Finast	18	12.0	First National, Windsor Locks, CT
Mott's Shop Rite	8	11.0	Wakefern Food, Hartford, CT
Edwards	4	7.0	First National, Windsor Locks, CT
Purity	4	6.0	Own, North Billerica, MA
A&P	8	2.0	Own, Springfield, MA
INDEPENDENTS	64	28.0%	Various
OTHER GROCERY STORES	na	5.0%	
TOTAL	135+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL, CONNECTICUT
Rank in U.S. based on supermarket sales in 1989: 44

	U.S.	CMSA Total	Central City Hartford
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$9,807	$7,754
Food Store Sales (mil.)	$349,811	$1,752	$1,319
% of total retail sales	20.3%	17.9%	17.0%
Supermarket Sales (mil.)	$328,415	$1,619	$1,204
% of Food Store Sales	93.9%	92.4%	91.3%
Supermarket Sales per capita	$1,314.50	$1,439.11	$1,416.47
POPULATION 1989 TOTAL (thous.)	249,840	1,125	850
Total Number of Households (thous.)	93,451	421	323
Population by Age of Household Head			
Under 25 Years	6.2%	5.0%	5.0%
25 - 34 Years	22.4%	21.6%	20.7%
35 - 44 Years	21.2%	21.9%	21.1%
45 - 54 Years	15.1%	16.2%	16.4%
55 - 64 Years	14.3%	15.7%	16.1%
65 and Over	20.8%	20.0%	20.7%
Number of Persons per Household			
% by # of persons per household			
One	24.7%	24.2%	24.8%
Two	32.2%	32.3%	32.2%
Three	17.6%	17.8%	17.6%
Four	15.1%	15.9%	15.5%
Five	6.9%	7.1%	7.1%
Six and Over	3.6%	2.9%	2.8%
Average Household Size	2.67	2.67	2.63
INCOME 1989			
Net EBI (mil.)	3,287,489	19,099	14,545
Per Capita EBI	13,158	16,977	17,112
Median Household EBI	25,976	36,023	35,477
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	10.5%	10.8%
$10,000 - $24,999	30.6%	22.8%	23.2%
$25,000 and Over	51.7%	66.7%	65.9%
Projected EBI % change 1989/94	51.0%	48.4%	47.1%
Projected average household EBI % change 1989/94	41.6%	40.1%	40.0%

45. CHARLOTTE - GASTONIA - ROCK HILL, NORTH CAROLINA-SOUTH CAROLINA - MSA

Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties- NC
York County - SC

		CHARLOTTE	
LEADING CHAINS:		77.0%	
Harris-Teeter	21	26.5	Own, Charlotte, NC
Food Lion	21	26.5	Own, Salisbury, NC
Winn Dixie	10	18.0	Own, Charlotte, NC
A&P	5	6.0	Own, Charlotte, NC
Bi-Lo	10	*	Own, Greenville, SC
VOLUNTARY &/OR COOP GROUPS:		2.0%	
Giant Genie	3	1.0	Assoc. Groc. Mutual of Carolina, Charlotte, NC
Park 'N Shop	2	1.0	Assoc. Groc. Mutual of Carolina, Charlotte, NC
OTHER GROCERY STORES	na	21.0%	
TOTAL	72+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.

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		GASTONIA - ROCK HILL	
LEADING STORES:		*	
A&P	3		Own, Charlotte, NC
Bi Lo Inc.	6		Own, Mauldin, SC
Food Lion	18		Own, Salisbury, NC
Harris-Teeter	7		Own, Charlotte, NC
Winn-Dixie	10		Own, Charolotte, NC
OTHER GROCERY STORES	na		
TOTAL	44+		

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na not available
* Share of Market Data is unobtainable.

Note: Gastonia-Rock Hill information kindly provided by Landon Associates (representatives of THE GASTONIA GAZETTE), Charlotte, NC and "The Rock Hill Herald". According to this source, Gastonia-Rock Hill experienced no changes since last year.

Market Area Covered:
CHARLOTTE-GASTONIA-ROCK HILL,
NORTH CAROLINA
Rank in U.S. based on supermarket
sales in 1989: 45

	U.S.	MSA Total	Central City Charlotte
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$8,436	$4,014
Food Store Sales (mil.)	$349,811	$1,641	$625
% of total retail sales	20.3%	19.5%	15.6%
Supermarket Sales (mil.)	$328,415	$1,601	--
% of Food Store Sales	93.9%	97.6%	--
Supermarket Sales per capita	$1,314.50	$1,419.33	--
POPULATION 1989 TOTAL (thous.)	249,840	1,128	392
Total Number of Households (thous.)	93,451	431	160
Population by Age of Household Head			
Under 25 Years	6.2%	5.8%	--
25 - 34 Years	22.4%	23.2%	--
35 - 44 Years	21.2%	23.0%	--
45 - 54 Years	15.1%	16.0%	--
55 - 64 Years	14.3%	14 2%	--
65 and Over	20.8%	17.9%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	24.4%	--
Two	32.2%	31.3%	--
Three	17.6%	19.5%	--
Four	15.1%	15.8%	--
Five	6.9%	6.3%	--
Six and Over	3.6%	2.8%	--
Average Household Size	2.67	2.62	--
INCOME 1989			
Net EBI (mil.)	3,287,489	14,395	5,645
Per Capita EBI	13,158	12,762	14,401
Median Household EBI	25,976	25,920	26,373
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	15.3%	--
$10,000 - $24,999	30.6%	32.7%	--
$25,000 and Over	51.7%	52.0%	--
Projected EBI % change 1989/94	51.0%	57.4%	--
Projected average household EBI % change 1989/94	41.6%	42.6%	--

46. PORTLAND, OREGON - PMSA

Clackamas, Multnomah, Washington and Yamhill Counties

	No. of Stores	% of Shoppers*	Principal Supplier
LEADING STORES:		87.4%	
Safeway	37	21.2	Own, Clackamas, OR
Fred Meyer	27	20.6	Own, Portland, OR
Thriftway	28	12.2	United Grocers, Inc., Portland, OR
Albertson's	16	12.2	Own, Portland, OR
Food 4 Less	4	5.4	Fleming Food Co., Portland, OR
Costco	4	4.5	Various
Kienow's	13	3.5	United Grocers, Inc., Portland, OR
Cub Food	2	3.1	West Coast Grocery, Salem, OR
Waremart	2	2.5	West Coast Grocery, Tigard, OR
Sentry	20	2.2	United Grocers, Inc., Portland, OR
OTHER GROCERY STORES	na	12.6%	
TOTAL	153+	100.0%	

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na not available

* These figures are estimates; percent of shoppers based on store where most money was spent in past seven days.

Market Area Covered:
PORTLAND, OREGON

Rank in U.S. based on supermarket
sales in 1989: 46

	U.S.	PMSA Total	Central City Portland
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$9,768	$3,301
Food Store Sales (mil.)	$349,811	$1,633	$490
% of total retail sales	20.3%	16.7%	14.8%
Supermarket Sales (mil.)	$328,415	$1,530	--
% of Food Store Sales	93.9%	93.7%	--
Supermarket Sales per capita	$1,314.50	$1,282.48	--
POPULATION 1989 TOTAL (thous.)	249,840	1,193	449
Total Number of Households (thous.)	93,451	476	202
Population by Age of Household Head			
Under 25 Years	6.2%	6.9%	--
25 - 34 Years	22.4%	25.8%	--
35 - 44 Years	21.2%	21.6%	--
45 - 54 Years	15.1%	13.2%	--
55 - 64 Years	14.3%	12.6%	--
65 and Over	20.8%	19.5%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	26.5%	--
Two	32.2%	34.9%	--
Three	17.6%	16.4%	--
Four	15.1%	14.3%	--
Five	6.9%	5.7%	--
Six and Over	3.6%	2.3%	--
Average Household Size	2.67	2.51	--
INCOME 1989			
Net EBI (mil.)	3,287,489	16,735	6,308
Per Capita EBI	13,158	14,028	14,049
Median Household EBI	25,976	28,192	23,238
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	14.5%	--
$10,000 - $24,999	30.6%	29.8%	--
$25,000 and Over	51.7%	55.7%	--
Projected EBI % change 1989/94	51.0%	58.9%	--
Projected average household EBI % change 1989/94	41.6%	51.5%	--

47. AUSTIN - MSA

Hays, Travis and Williamson Counties

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		92.0%	
H.E. Butt	19	35.0	Own, Austin, TX
Safeway	21	32.0	Own, Houston, TX
Skaggs Supercenters	3	11.0	Own, Richardson, TX
Tom Thumb/Simon David	6	9.0	Cullum, Dallas, TX
Albertson's	1	3.0	Fleming, San Antonio, TX
Fresh Plus	4	2.0	Sweeney, Austin, TX
INDEPENDENTS	14	8.0%	Various
OTHER GROCERY STORES	na		
TOTAL	68+	100.0%	

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na not available
* In-house estimates.

Market Area Covered:
AUSTIN, TEXAS

Rank in U.S. based on supermarket sales in 1989: 47

	U.S.	MSA Total	Central City Austin
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$5,979	$4,854
Food Store Sales (mil.)	$349,811	$1,512	$1,171
% of total retail sales	20.3%	25.3%	24.1%
Supermarket Sales (mil.)	$328,415	--	--
% of Food Store Sales	93.9%	--	--
Supermarket Sales per capita	$1,314.50	--	--
POPULATION 1989 TOTAL (thous.)	249,840	750	488
Total Number of Households (thous.)	93,451	291	204
Population by Age of Household Head			
Under 25 Years	6.2%	12.7%	--
25 - 34 Years	22.4%	30.2%	--
35 - 44 Years	21.2%	20.6%	--
45 - 54 Years	15.1%	12.0%	--
55 - 64 Years	14.3%	10.0%	--
65 and Over	20.8%	14.1%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	26.8%	--
Two	32.2%	33.0%	--
Three	17.6%	17.2%	--
Four	15.1%	14.1%	--
Five	6.9%	5.8%	--
Six and Over	3.6%	3.1%	--
Average Household Size	2.67	2.58	--
INCOME 1989			
Net EBI (mil.)	3,287,489	9,797	6,480
Per Capita EBI	13,158	13,063	13,279
Median Household EBI	25,976	24,569	22,711
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	54.0%	--
$10,000 - $24,999	30.6%	88.3%	--
$25,000 and Over	51.7%	144.0%	--
Projected EBI % change 1989/94	51.0%	67.3%	--
Projected average household EBI % change 1989/94	41.6%	41.9%	--

48. ALBANY-SCHENECTADY-TROY - MSA

Albany, Greene, Montgomery, Rensselear, Saratoga and Schenectady Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		68.1%	
Price Chopper	25	28.8	Own, Schenectady, NY
Grand Union	29	23.1	Own, Waterford, NY
Great American/Victory	11	6.6	Own, Norwich, NY
Shop & Save	4	4.1	Hannaford Bros., Portland, ME
Star Markets	8	3.7	Own, Albany, NY
Edwards	1	1.8	First National Supermarkets, Windsor Locks, CT
OTHER GROCERY STORES	na	31.9%	
TOTAL	78+	100.0%	

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na not available

Note: According to our source Troy and Albany experienced no changes this past year.

Market Area Covered:
ALBANY-SCHENECTADY-TROY, NEW YORK

Rank in U.S. based on supermarket
sales in 1989: 48

	U.S.	PMSA Total	Central City Albany
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$7,038	$3,134
Food Store Sales (mil.)	$349,811	$1,550	$572
% of total retail sales	20.3%	22.0%	18.3%
Supermarket Sales (mil.)	$328,415	$1,467	$530
% of Food Store Sales	93.9%	94.6%	92.7%
Supermarket Sales per capita	$1,314.50	$1,707.80	$5,520.83
POPULATION 1989 TOTAL (thous.)	249,840	859	96
Total Number of Households (thous.)	93,451	327	41
Population by Age of Household Head			
Under 25 Years	6.2%	5.2%	17.1%
25 - 34 Years	22.4%	21.1%	61.0%
35 - 44 Years	21.2%	19.6%	48.8%
45 - 54 Years	15.1%	15.0%	41.5%
55 - 64 Years	14.3%	15.3%	41.5%
65 and Over	20.8%	23.9%	65.9%
Number of Persons per Household			
% by # of persons per household			
One	24.7%	26.0%	80.5%
Two	32.2%	32.1%	87.8%
Three	17.6%	17.1%	43.9%
Four	15.1%	14.7%	34.1%
Five	6.9%	7.0%	17.1%
Six and Over	3.6%	3.4%	7.3%
Average Household Size	2.67	2.63	2.54
INCOME 1989			
Net EBI (mil.)	3,287,489	12,064	1,338
Per Capita EBI	13,158	14,044	13,938
Median Household EBI	25,976	27,842	21,608
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	14.4%	241.5%
$10,000 - $24,999	30.6%	30.3%	82.9%
$25,000 and Over	51.7%	55.0%	39.0%
Projected EBI % change 1989/94	51.0%	41.6%	39.1%
Projected average household EBI % change 1989/94	41.6%	36.8%	36.8%

49. BRIDGEPORT-STAMFORD-NORWLAK-DANBURY, CONNECTICUT-PMSA

BRIDGEPORT

Parts of Fairfield and New Haven Counties	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		77.7%	
Stop N Shop	12	19.5	Own, North Quincy, MA
Grand Union	14	12.3	Own, Elmwood Park, NJ
Waldbaums Food Marts	8	11.7	C&S Wholesale Grocery, Inc., Holyoke, MA
A&P	9	9.6	Own, Rockville Center, NY and Springfield, MA
Pathmark	4	9.4	Supermarkets General, Saddlebrook, NJ
Grade A	3	4.3	Allied Grocers Coop, Inc., Stamford, CT
Finast	6	4.0	First National Supermarkets, Windsor Locks, CT
Food Emporiums/A&P	2	3.0	A&P, Bronx, NY
Gran Central	9	3.9	Krasdale, Stamford, CT
OTHER GROCERY STORES	na	22.3%	
TOTAL	67+	100.0%	

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na not available
* In-house estimates.

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STAMFORD

Part of Fairfield County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	2		Own, Springfield, MA
Bongiorno's	1		na
Finast	2		First National, Windsor Locks, CT
Grade A	2		Allied Grocers Coop Inc., Stamford, CT
Gran Central	3		Krasdale, Stamford, CT
Palmer's	1		na
OTHER GROCERY STORES	na		
TOTAL	11+		

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na not available * In-house estimates.
**Share of Market Data is unobtainable.

Note: For a breakdown of the Danbury market, see page 128.

Market Area Covered:
BRIDGEPORT-STAMFORD-NORWALK-DANBURY,
CONNECTICUT
Rank in U.S. based on supermarket
sales in 1989: 49

		PMSA	Central Cities	
	U.S.	Total	Bridgeport	Stamford
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$8,406	$779	$1,272
Food Store Sales (mil.)	$349,811	$1,606	$171	$175
% of total retail sales	20.3%	19.1%	22.0%	13.8%
Supermarket Sales (mil.)	$328,415	$1,464	--	--
% of Food Store Sales	93.9%	91.2%	--	--
Supermarket Sales per capita	$1,314.50	$1,774.55	--	--
POPULATION 1989 TOTAL (thous.)	249,840	825	140	101
Total Number of Households (thous.)	93,451	299	53	40
Population by Age of Household Head				
Under 25 Years	6.2%	3.3%	--	--
25 - 34 Years	22.4%	18.1%	--	--
35 - 44 Years	21.2%	23.4%	--	--
45 - 54 Years	15.1%	18.4%	--	--
55 - 64 Years	14.3%	16.7%	--	--
65 and Over	20.8%	20.4%	--	--
Number of Persons per Household				
% by # of persons per household				
One	24.7%	21.7%	--	--
Two	32.2%	31.8%	--	--
Three	17.6%	18.1%	--	--
Four	15.1%	17.1%	--	--
Five	6.9%	8.0%	--	--
Six and Over	3.6%	3.7%	--	--
Average Household Size	2.67	2.76	--	--
INCOME 1989				
Net EBI (mil.)	3,287,489	17,608	1,899	2,243
Per Capita EBI	13,158	21,343	13,564	22,208
Median Household EBI	25,976	42,568	26,328	41,664
Household by EBI Groups				
% Distribution				
Under $10,000	17.7%	9.4%	--	--
$10,000 - $24,999	30.6%	19.1%	--	--
$25,000 and Over	51.7%	71.6%	--	--
Projected EBI % change 1989/94	51.0%	44.8%	--	--
Projected average household EBI % change 1989/94	41.6%	40.1%	--	--

50. INDIANAPOLIS, INDIANA - MSA

Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan and Shelby Counties

	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:		92.8%	
Kroger	34	28.5	Own, Indianapolis, IN
Marsh Supermarkets	30	25.5	Own, Indianapolis, IN
Cub Foods	4	14.9	Food Marketing Co., Indianapolis, IN
Preston Safeway Markets	26	11.7	Allied Grocers of Indiana, Indianpolis, IN
O'Malia Food Markets	9	6.0	Scot Lad Foods, Noblesville, IN
7-Eleven	6	2.3	Grocers Supply Co., Indianpolis, IN
Mr. D's	5	2.2	Wetterau, Bloomington, IN
IGA	35	1.7	Wetterau, Bloomington, IN
Aldi Inc.	3	**	Own, Batavia, IL
Military	1	**	Buy Direct
OTHER GROCERY STORES	na	7.2%	
TOTAL	153+	100.0%	

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na not available
* In-house estimates.
** Included in "Other Grocery Stores" percent.

Note: According to our source Indianapolis has experienced no changes since last year.

Market Area Covered:
INDIANAPOLIS, INDIANA

Rank in U.S. based on supermarket
sales in 1989: 50

	U.S.	MSA Total	Central City Indianapolis
RETAIL SALES 1989 TOTAL (mil.)	$1,722,086	$10,530	$7,697
Food Store Sales (mil.)	$349,811	$1,517	$999
% of total retail sales	20.3%	14.4%	13.0%
Supermarket Sales (mil.)	$328,415	$1,453	--
% of Food Store Sales	93.9%	95.8%	--
Supermarket Sales per capita	$1,314.50	$1,157.77	--
POPULATION 1989 TOTAL (thous.)	249,840	1,255	738
Total Number of Households (thous.)	93,451	473	290
Population by Age of Household Head			
Under 25 Years	6.2%	6.8%	--
25 - 34 Years	22.4%	23.9%	--
35 - 44 Years	21.2%	22.0%	--
45 - 54 Years	15.1%	15.6%	--
55 - 64 Years	14.3%	13.7%	--
65 and Over	20.8%	18.0%	--
Number of Persons per Household			
% by # of persons per household			
One	24.7%	23.7%	--
Two	32.2%	32.1%	--
Three	17.6%	18.2%	--
Four	15.1%	16.1%	--
Five	6.9%	7.0%	--
Six and Over	3.6%	3.2%	--
Average Household Size	2.67	2.65	--
INCOME 1989			
Net EBI (mil.)	3,287,489	16,151	9,662
Per Capita EBI	13,158	12,869	13,092
Median Household EBI	25,976	27,063	25,975
Household by EBI Groups			
% Distribution			
Under $10,000	17.7%	15.4%	--
$10,000 - $24,999	30.6%	30.4%	--
$25,000 and Over	51.7%	53.9%	--
Projected EBI % change 1989/94	51.0%	53.4%	--
Projected average household EBI % change 1989/94	41.6%	45.4%	--

REMAINING MARKETS
(MSAS, PMSAS)
ARRANGED BY STATE AND CITY
INCLUDING CANADA

ALABAMA

ANNISTON - MSA

Calhoun County

	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Edwards Supermarket	1		Super Valu
Food Outlet	3		Super Valu
Food World	2		Bruno's, Birmingham, AL
Gregerson's	1		Super Valu
Lea & Mike's	4		Super Valu
Windsor's Super Valu	1		Super Valu
Winn-Dixie	6		Own, Montgomery, AL
OTHER GROCERY STORES	na		
TOTAL	18+		

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na not available
* Share of Market Data is unobtainable.

BIRMINGHAM - MSA

Blout, Jefferson, St. Clair, Shelby and Walker Counties

	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Bruno's Food & Pharmacy	2**		Bruno's, Birmingham, AL
Delchamps	5		Own, Mobile, AL
Food Fair	12		Bruno's,Birmingham, AL
Food Giant	6		Assoc. Groc. of Ala.,
Food Max	4		Bruno's, Birmingham, AL
Food World	16		Bruno's, Birmingham, AL
Piggly Wiggly	18		Own, Bessemer, AL
Vincent's	1		Bruno's,-Birmingham, AL Birmingham, AL
Western Super Markets	11		Super Valu, Anniston, AL
Winn Dixie	13		Own, Montgomery, AL
OTHER GROCERY STORES	na		
TOTAL	88		

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na not available
* Share of Market Data is unobtainable.
**Two additional locations will open at the end of 1990.

Note: Above information kindly provided by THE BIRMINGHAM NEWS.

DECATUR - MSA

Lawrence and Morgan Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Busy Bee	1		na
Family Mart	1		na
Food World	1		na
Giant Foods	1		na
Han-D-Way	3		na
Kroger	2		na
Piggly Wiggly	1		na
38 Foods	1		na
U-Totem	1		na
Wholesale Grocery	1		na
Winn Dixie	1		na
TOTAL	14+		

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na not available
* In-house estimates
**Share of Market Data is unobtainable.

DOTHAN - MSA

Dale and Houston Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
A&P	1		Own, Atlanta, GA
Bruno's	1		Own, Birmingham, AL
Dixie Dandy	1		Fleming Foods of AL, Inc., Geneva, AL
Food World	2		Own, Birmingham, AL
IGA	5		Graves Co., Demopolis, AL
Piggly Wiggly	1		Dixieland Food, Geneva, AL
Winn Dixie	2		Own, Montgomery, AL
OTHER GROCERY STORES	na		
TOTAL	13		

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na not available
*Share of Market Data is unobtainable.

FLORENCE - MSA

Colbert and Lauderdale Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Big Star	5		Malone & Hyde, Pupleo, MS
Food World	2		Bruno's, Birmingham, AL
Jitney Jungle	4		Malone & Hyde, Memphis, TN
Shop Rite	7		Mitchell Groc. Corp. Albertville, AL
Wilson's	3		na
Winn Dixie	2		Own, Atlanta, GA
OTHER GROCERY STORES	4		
TOTAL	25+		

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na not available

*Share of Market Data is unobtainable.

GADSDEN - MSA

Etowah County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Burton's Wholesale	3		Assoc. Grocer of AL, Birmingham AL
Food World	3		Own, Birmingham, AL
Gregerson's	3		Super Valu, Anniston, AL
Johnson's	2		na
Winn Dixie	2		Own, Montgomery, AL
OTHER GROCERY STORES	na		
TOTAL	13+		

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na not available

*Share of Market Data is unobtainable.

Note: Above information kindly provided by THE GADSEN TIMES.

HUNTSVILLE - MSA

Madison County	No. of Stores	% of Market Share**	Principal Supplier
GROCERY STORES:		83.0%	
Food World	4	27.0	Own, Birmingham, AL
Kroger	4	41.0	Own, Nashville, TN
Winn Dixie	6	32.0	Own, Atlanta, GA
Bruno's	3	28.0	Own, Birmingham, AL
Lucky's	3	17.0	Harvey Ragland Co., Inc. Birmingham, AL
Piggly Wiggly	3	5.0	Own, Birmingham, AL
Big Brothers	2	4.0	na
Star Market	1	4.0	na
CONVENIENCE STORES	na	na	
OTHER GROCERY STORES (Including Independents)	na	14.0%	
TOTAL	26+	172.0%*	

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na not available

* Due to multiple cross-shopping within the past seven days.

** Based on past seven day shopping.

Base: Adults in Huntsville MSA 174,000.

Source: Marketing Survey conducted by the Capstone Poll, The University of Alabama during February 20-March 7, 1990.

Note: Above information kindly provided by THE HUNTSVILLE TIMES.

MOBILE - MSA

Baldwin and Mobile Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		96.0%	
Delchamps	27	39.0	Own, Mobile, AL
Food World	10	21.0	Own, Birmingham, AL
Winn Dixie	11	15.0	Own, Montgomery, AL
Greer's	19	14.0	Own, Mobile, AL
Bruno's	1	2.0	Own, Birmingham, AL
Food 4 Less	1	2.0	Fleming Foods, Inc., Geneva, AL
Welcome	1	2.0	Own, Jacksonville, FL
United Supermarkets	1	1.0	Own, Pensacola, FL
OTHER GROCERY STORES (Including Independents and Convenience Stores)	na	3.0%	
TOTAL	71+	100.0%	

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na not available

MONTGOMERY - MSA

Autauga, Elmore, and Montgomery Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
A&P	2		Own, Birmingham, AL
Big Bear/Super Foods	8		Hudson-Thompson, Montgomery, AL
Bruno's	2		Own, Birmingham, AL
Delchamps	2		Own, Mobile, AL
Family Mart	1		na
Food Maxx	1		Own, (Bruno's) Birmingham, AL
Food World	3		Own, Birmingham, AL
IGA	2		Graves Co., Demopolis, AL
Jr. Food Mart (C)	6		Own, Jackson, MS
Southern Pantry	6		na
Spectrum	10		na
Winn Dixie	10		Own, Montgomery, AL
Zippy Mart (C)	11		na
OTHER GROCERY STORES	na		
TOTAL	64+		

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na not available
(C) Convenience stores
*Share of Market Data is unobtainable.

TUSCALOOSA - MSA

Tuscaloosa County	No. of Stores	% of % of Market Share**	Principal Supplier
LEADING STORES:			
A&P	1		Own, Atlanta, GA
Bruno's	1		Own, Birmingham, AL
Consumer Warehouse	2		Own, Birmingham, AL
Delchamp's	1		Own, Birmingham, AL
Food World	2		Own, Birmingham, AL
Kroger	2		Own, Memphis, TN
Winn Dixie	3		Own, Montgomery, AL
OTHER GROCERY STORES	na		
TOTAL	12+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

ALASKA

ANCHORAGE - MSA

Anchorage Borough	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Carr's	9		J.B. Gottstein, & Co., Inc. Anchorage, AK
Foodland	3		J.B. Gottstein, & Co., Inc. Anchorage, AK
Prairie Market	2		J.B. Gottstein, & Co., Inc. Anchorage, AK
Proctor's	1		na
Safeway	6		Own, Bellevue, WA
OTHER GROCERY STORES	na		
TOTAL	21+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

ARIZONA

TUCSON - MSA

Pima County	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Alpha Beta	4		Fleming Co. Inc., Phoenix, AZ
Bayless	7		Fleming Co., Inc. Phoenix, AZ
Circle	15		na
Fry's	10		Kroger Co., Phoenix, AZ
Lavicious	8		na
Quik Mart (C)	20		na
Safeway	14		Own, Tempe, AZ
7-Eleven (C)	32		na
Warehouse Foods	2		na
TOTAL	112+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

ARKANSAS

FAYETTEVILLE-SPRINGDALE - MSA

Washington County

FAYETTEVILLE

	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Consumer's Discount Foods	1		Own, Springfield, MO
Consumer's IGA	4		Fleming Foods, Joplin, MO
Dillon's Thriftmart	2		Own, Springdale, AR
Food 4 Less	2		Own, Bentonville, AR
Harp's	1		Fleming Foods, Joplin, MO
7-Eleven (C)	2		na
Speedimart	6		na
Watson's	1		Hale Halsell Co., Tulsa, OK
OTHER GROCERY STORES	na		
TOTAL	19+		

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na not available
(C) Convenience Stores
* Share of Market Data is unobtainable.

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SPRINGDALE

GROCERY STORES:	*	**	
B&K	1		Assoc. Grocers, Springfield, MO
Consumer's	1		Own, Springfield, MO
Food 4 Less	1		Affiliated, Little Rock, AR
Harp's	2		Assoc. Grocers, Springfield, MO
IGA	1		na
Price Cutters	1		Fleming Foods, Joplin, MO
OTHER GROCERY STORES	na		
TOTAL	7+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

FORT SMITH-AR-OK - MSA

Crawford and Sebastian Counties, AR
Sequoyah County, OK

	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
IGA Thriftway	1		Rand, Little Rock, AR
Kroger	3		Own, Little Rock, AR
Milgram's	6		na
Safeway	3		Own, Tulsa, OK
Winston's IGA	3		Affiliated, Little Rock, AR
OTHER GROCERY STORES	na		
TOTAL	16+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

LITTLE ROCK-NORTH LITTLE ROCK - MSA

Faulkner, Lonoke, Pulaski and Saline Counties	No. of Stores*	% of Market Share**	Principal Supplier
LEADING CHAINS:			
Food-4-Less	4		na
Food City	1		na
IGA	10		Rands, Little Rock, AR
Kroger	8		Own, Little Rock, AR
Model Markets	4		na
Safeway	14		Own, Little Rock, AR
Skaggs/Alpha Beta	3		Skaggs, Dallas, TX
Thriftway	4		na
U-Tote-Em	8		na
OTHER GROCERY STORES			
7-Eleven	15		na
Majik Markets	12		na
TOTAL	83+	100.0%	

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

PINE BLUFF - MSA

Jefferson County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES:			
County Market	2		na
Food King	1		Own, Houston, TX
IGA	4		Rand, Little Rock, AR
In & Out Convenience	34		na
Mad Butcher	1		Own, Pine Bluff, AR
Price Chopper	1		na
Safeway	4		Own, Little Rock, AR
OTHER GROCERY STORES	na		
TOTAL	47+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

CALIFORNIA

BAKERSFIELD - MSA

Kern County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING CHAINS:			
Albertson's	3		Own, Fullerton, CA
Alpha Beta	3		Own, La Habra, CA
Circle K (C)	22		A.M. Lewis, Northridge, CA
Jiffy	4		na
7-Eleven (C)	22		A.M. Lewis, Northridge, CA
Vons	17		Own, El Monte, CA
Youngs	3		Certified Grocers of CA, Los Angeles, CA
OTHER GROCERY STORES	na		
TOTAL	74+		

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na not available
(C) Convenience stores
* In-house estimates.
** Share of Market Data is unobtainable.

CHICO - MSA

Butte County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:		89.0%	
Safeway	3	20.0	Own, San Francisco, CA
Food 4 Less	1	18.0	United Grocers, Sacramento, CA
Lucky	1	15.0	Own, Sacramento, CA
Albertson's	1	11.0	Own, Fullerton, CA
Raley's	1	10.0	United Grocers, Sacramento, CA
Holiday	2	9.0	Market Wholesale, Fresno, CA
Cost Less Foods	1	6.0	Market Wholesale, Fresno, CA
OTHER GROCERY STORES	na	11.0%	
TOTAL	10+	100.0%	

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na not available
*Share of Market Data is unobtainable.

Note: Above information kindly provided by THE CHICO ENTERPRISE RECORD.

FRESNO - MSA

Fresno County	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		34.0%	
Save Mart	16	20.0	Fleming Co., Inc., Modesto, CA
Pak 'n Save	1	6.0	Fleming Co., Inc., South San Francisco, CA
Safeway	5	5.0	Own, Freemont, CA
Nickles Payless	1	2.0	Fleming Co., Inc., Visalia, CA
Mayfair/El Rancho	1	1.0	Certified Grocers of Calif., City of Commerce, CA
INDEPENDENTS	60	44.0%	Various
OTHER GROCERY STORES	na	22.0%	
TOTAL	84+	100.0%	

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na not available
* In-house estimates.

MERCED - MSA

Merced County	No. of Stores	% of Market Share**	Principal Supplier
LEADING STORES:			
Lucky's	1		Own, San Leandro, CA
New Deal Markets	2		Market Wholesale, Modesto, CA
Save Mart	5		Market Wholesale, Modesto, CA
Raley's	*		
OTHER GROCERY STORES:	na		
TOTAL	8+		

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na not available
* New store opens in November.
**Share of Market Data is unobtainable.
Note: Above information kindly provided by Leshers Newspapers, Inc.

MODESTO - MSA

Stanislaus County	No. of Stores	% of Market Share	Principal Supplier
GROCERY STORES:		81.0%	
Save Mart	10	23.0	Fleming Foods of CA., Inc., Fremont, CA
Lucky	4	16.0	Own, San Leandro, CA
New Deal	9	15.0	Market Wholesale Grocery Co., Modesto, CA
Food 4 Less	2	11.0	Fleming Foods of CA., Inc., Fremont, CA
Raley's	3	10.0	Fleming Foods of CA, Inc., Sacramento, CA
Richland	4	5.0	Market Wholesale Grocery Co., Modesto, CA
Angelo's	1	1.0	Own, Sacramento, CA
Sav Mor	5	*	Market Wholesale Grocery Co., Modesto, CA
Sam's Food City	1	*	Market Wholesale Grocery Co., Modesto, CA
OTHER GROCERY STORES	na	19.0%	
TOTAL	39+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.
Above information kindly provided by THE MODESTO BEE.

OXNARD-VENTURA - PMSA

Ventura County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		92.0%	
Von's	19	25.0	Own, Los Angeles, CA
Alpha Beta	3	22.0	Own, La Habra, CA
Lucky	3	18.0	Own, Sacramento, CA
Albertson's	1	10.0	Fleming Foods, Fremont, CA
Ralph's	3	10.0	Own, Compton, CA
Hughes	2	7.0	Certified Grocers of CA, Los Angeles, CA
Mayfair	1	*	na
LEADING INDEPENDENTS:		1.0%	
Johnsons Farms	1	1.0	Cert. Groc. of CA, Los Angeles, CA
B & D Markets	1	*	Cert. Groc. of CA, Los Angeles, CA
B-Z Avenue Market	1	*	Cert. Groc. of CA, Los Angeles, CA
Bayless Market	1	*	Cert. Groc. of CA, Los Angeles, CA
Dahl's Market	1	*	Cert. Groc. of CA, Los Angeles, CA
Santa Cruz Markets	3	*	Cert. Groc. of CA, Los Angeles, CA
Jue's Market	1	*	Cert. Groc. of CA, Los Angeles, CA
Ken's Markets	1	*	Cert. Groc. of CA, Los Angeles, CA
Mercado La Plaza	2	*	Cert. Groc. of CA, Los Angeles, CA
Noren's	1	*	Cert. Groc. of CA, Los Angeles, CA
Tradewinds	1	*	Cert. Groc. of CA, Los Angeles, CA
LEADING CONVENIENCE STORES:			
7-Eleven	16	*	Own, San Francisco, CA
Stop N' Go	10	*	na
Circle K Stores	4	*	na
OTHER GROCERY STORES	na	7.0%	
TOTAL	76+	100.0%	

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na not available

* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by THE VENTURA COUNTY STAR-FREE PRESS, and another source who prefers to remain annonymous.

REDDING - MSA

Shasta County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Albertson's	1		Fleming Foods, Freemont, CA
Food Connections	1		United Grocers, Portland, OR
Food 4 Less	1		Fleming Foods, Freemont, CA
Holiday	5		Market Wholesale, Fresco, CA
Raley's	2		United Grocers, Sacramento, CA
Safeway	4		Own, Sacramento, CA
Shasta View Market	8		United Grocers, Sacramento, CA
OTHER GROCERY STORES	na		
TOTAL	22+		

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na not available
*Share of Market Data is unobtainable.

SALINAS-SEASIDE-MONTEREY - MSA

Monterey County	No. of Stores	SALINAS* % of Market Share**	Principal Supplier
LEADING CHAINS:			
Lucky Stores	3		Own, San Leandro, CA
Nob Hill	2		Fleming Foods, Fremont, CA
Quick Stop Market (C)	5		McLane, Merced, CA
Safeway Stores	3		Own, Oakland, CA
7-Eleven (C)	7		Southland Corp., Dallas, TX
LEADING INDEPENDENTS:			
Food Maxx	3		na
Monte Mart Grocery Warehouse	1		Albertson's, Boise, ID
Star Market	1		Market Wholesale, Modesto, CA
OTHER GROCERY STORES:			
Amigo Market	1		na
Asian Market	1		na
Broadway Market	1		na
C & C Market	1		na
California Market	1		na
Corner Market	1		na
Coral De Tierra Store	1		na
E Z Market	1		na
El Charrito Market	1		na
Express Mart (C)	1		na
Gin's Super Market	1		na
Glenn's General Store	1		na
Hong's Oriental Market	1		na
Hot Stop Food Store (C)	1		na
Mayfair Market	1		na
Mid Town Market	1		na
Moses Market	1		na
Oak Park Food Service	1		na
101 Mini Mart (C)	1		na
One Stop Market (C)	1		na
Palace Super Market	1		na
Pilipino Oriental Foods	1		na
Quality Market	1		na
Quik Mart	1		na
River Road Market	1		na
Rodeo Grocery	1		na
Salinas	1		na
Sun Market	1		na
Tokyo Oriental Foods	1		na
Tony's Market	1		na
Village Market	1		na
Villa Lobos Market	2		na
TOTAL	58		

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na not available (C) Convenience Stores

* Info. above also covers North County cities of Castroville and unincorp., Prunedale.

**Share of Market Data unobtainable.

Note: Above information kindly provided by THE SALINAS CALIFORNIAN and another source who prefers to remain anonymous.

SALINAS-SEASIDE-MONTEREY - MSA (continued)

MONTEREY*

	No. of Stores	% of Market Share**	Principal Supplier
LEADING CHAINS:			
Albertson's	1		Own, Boise, ID
Lucky	3		Own, San Leandro, CA
Monte Mart-Grocery Warehouse	1		Own, Boise, ID
Nob Hill	1		Own, Gilroy, CA
Safeway	5		Own, Oakland, CA
INDEPENDENTS:			
Bi Rite Market	1		na
Bruno's Market	1		na
Carmel Valley Market	1		na
Grove Market	1		na
Hill Top Market	1		na
Hiway Liquor & Grocery	1		na
Indian Oriental	1		na
Kasey's	1		na
Kim's Market	1		na
Lighthouse Produce	1		na
Mals Market	1		na
Monterey Market	1		na
Monte Vista Market	1		na
Neilson Brothers Market	1		na
Seaside Market	1		na
Sunrise Market	1		na
Valnizzas Market	1		na
Valu Mart	1		na
Vietnam Market	1		na
CONVENIENCE STORES:			
Corner Store No. 3	1		na
Quick Stop	1		na
7-Eleven	4		na
TOTAL	36		

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na not available

* Information above also covers the cities of Carmel, Carmel Valley, Marina, Pacific Grove and Seaside.

** Share of Market Data is unobtainable.

SANTA BARBARA-SANTA MARIA-LOMPOC - MSA

SANTA BARBARA

Santa Barbara County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:			
Albertson's	1	11.0	Own, Brea, CA
Alpha Beta	1	12.0	Own, La Habra, CA
Foodland	1	--	na
Lucky's	5	44.0	Own, Buena Park, CA
Santa Cruz	2	--	Certified Grocers, Los Angeles, CA
Vons	6	58.0	Own, El Monte, CA
Williams Bros.	1	5.0	na
OTHER GROCERY STORES	5		
TOTAL	22		

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na not available
* Share of Market Data is unobtainable.

SANTA MARIA

GROCERY STORES:			
Lucky	3	48.0	Own, Buena Park, CA
Williams Bros.	4	70.0	Certified Grocers, Los Angeles, CA
Food 4 Less	1	31.0	Fleming Foods
OTHER GROCERY STORES	na		
TOTAL	8+		

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na not available

Note: Above infomation kindly provided by the SANTA MARIA TIMES.

LOMPOC

GROCERY STORES:	*	**	
Commissary (Vanderberg Air Force Base)	1		Buy Direct
Lucky	1		Own, Buena Park, CA
William Bros.	3		Certified Grocers, Los Angeles, CA
OTHER GROCERY STORES:			
TOTAL	4+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.
Note: According to our source, Lompoc has experienced no changes.

SANTA CRUZ - PMSA

Santa Cruz County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Albertson's	2		Own, San Leandro, CA
Deluxe	1		Own, Milpitas, CA
Deluxe & Apto's	1		Own, Milpitas, CA
Lucky	2		Own, Fremont, CA
Nob Hill	2		Own, Gilroy, CA
Safeway	6		Own, Fremont, CA
Shopper's Corner	1		
Zanotto's	2		
OTHER GROCERY STORES	na		
TOTAL	17+		

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na not available

* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE SANTA CRUZ SENTINEL.

SANTA ROSA-PETALUMA - PMSA

Sonoma County	No. of Stores	% of Shoppers*	Principal Supplier
LEADING STORES:		77.0%	
Safeway	11	25.0	Own, Fremont, CA
Lucky	6	14.0	Own, San Leandro, CA
Albertson's	4	12.0	Fleming, Fremont, CA
Food 4 Less	1	6.0	Fleming, Fremont, CA
Raley's	2	6.0	Fleming, Sacramento, CA
G&G Super	1	4.0	na
A&B	1	2.0	na
Costco	1	1.0	na
Petrini	1	1.0	Own, San Francisco, CA
OTHER GROCERY STORES	na	23.0%	
TOTAL	28+	100.0%	

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na not available

* Based on the following question: "At what store did you buy most of your groceries last week?"

Note: Above information kindly provided by THE SANTA ROSA PRESS DEMOCRAT.

STOCKTON - MSA

San Joaquin County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Food Bank/Fry's	7		na
Food 4 Less	2		Flemming
Lucky Stores	3		na
Pak N Save	1		na
Safeway	2		Own, Sacramento, CA
Raley's	1		na
VOLUNTARY &/OR COOPERATIVE GROUPS:			
Big T Supermarkets	4		na
LEADING INDEPENDENTS:			
Big Value	1		United Grocers, Sacramento, CA
Centromart	9		Market Wholesale, Modesto, CA
Don Quick Stores	1		Own, Houston, TX
Giant Save	1		Market Whls., Modesto, CA
Podestos	1		na
Save Mart	3		United Grocers Ltd., Sacramento, CA
Segarinis	1		United Grocers Ltd., Sacramento, CA
LEADING CONVENIENCE STORE CHAINS:			
AM PM Mini Markets	24		na
Circle K	4		na
Quik Stop Markets	7		United Grocers Ltd., Sacramento, CA
7-Eleven	7		na
TOTAL	79+		

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na not available

* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE STOCKTON RECORD.

VALLEJO-FAIRFIELD-NAPA - PMSA

Napa and Solano Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Albertson's	2		Fleming, Fremont, CA
Alpha Beta	1		Fleming, Milpitas, CA
Better Buy Foods	1		na
Farmer's Market	1		Market Wholesale, Napa, CA
Food Fair	2		na
Food 4 Less	1		na
Fry's	1		Own, El Sabrante, CA
Lucky's	4		Own, San Leandro, CA
Raley's	2		Market Wholesale, Napa, CA
Safeway	6		Own, Fremont, CA
Vallerga's	3		Market Wholesale, Napa, CA
OTHER GROCERY STORES	na		
TOTAL	24+		

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na not available

* Share of Market Data is unobtainable.

Note: Above information kindly provided by VALLEJO TIMES-HERLALDO. According to our source, Napa experienced no changes since last year.

VISALIA-TULARE-PORTERVILLE - MSA

Tulare County	No. of Stores	% of Market Share	Principal Supplier
GROCERY STORES:			
Best Buy Market	1		Nickel's Payless, Visalia, CA
Budget Foods	1		na
Fairway	3		na
Food 4 Less	1		Junito Market, Inc., Sacramento, CA
Food King	1		na
Lucky	1		Own, San Leandro, CA
Save Mart	4		Certified Grocers, Los Angeles, CA
Smith's	1		na
Town & Country	1		na
Von's	1		Own, Los Angeles, CA
Young's	3		Certified Grocers, Los Angeles, CA
INDEPENDENT:			
Big C's			na
OTHER GROCERY STORES	na		
TOTAL	18+		

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na not available

* Share of Market Data is unobtainable.

YUBA CITY - MARYSVILLE - MSA

Sutter and Yuba Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		40.0%	
Food 4 Less	1	25.0	Fleming, Fremont, CA
Raleys	1	20.0(e)	Fleming, Fremont, CA
Holiday Markets	2	*	Market Wholesale, Fresno, CA
Lucky Markets	2	*	Own, San Leandro, CA
Safeway	1	*	Own, Fremont, CA
INDEPDENTS:			
E-Z Stop Market	1	*	na
Kings Supermarket	1	*	na
Lim Hall's Family Market	1	*	na
Mike's Food Market	1	*	na
Mr. Paul's Market	1	*	na
Olivehurst Market	1	*	na
Park Grocery	1	*	na
Percy Avenue Grocery Store	1	*	na
Stop n'Save Market	1	*	na
Warren's Market	1	*	na
Wilbur Market	1	*	na
CONVENIENCE STORES:			
Jack Pot Food Mart	1	*	na
Jiffy Food Store	3	*	na
7-Eleven	6	*	na
TOTAL	28	--	

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na not available
(e) estimated
* Share of Market Data is unobtainable.
Note: Above information kindly provided by THE YUBA-SUTTER APPEAL-DEMOCRAT.

COLORADO

BOULDER-LONGMONT - PMSA

BOULDER

Boulder County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		74.0%	
King Soopers	3	30.0	Own, Denver, CO
Safeway	2	26.0	Own, Denver, CO
Albertson's	1	15.0	McLane Western, Denver, CO
Duffy's IGA	1	3.0	na
7-Eleven (C)	7	*	McLane Western, Denver, CO
LEADING INDEPENDENTS:		7.0%	
Alfalfa's Market	2	7.0	Assoc. Grocers, Denver, CO
Bova's Pantry	1	*	Assoc. Grocers, Denver, CO
Cornucopia	1	*	Assoc. Grocers, Denver, CO
Country Store	1	*	Assoc. Grocers, Denver, CO
Ideal	1	*	Assoc. Grocers, Denver, CO
North Village Market	1	*	Affiliated Foods, Norfolk, NE
Wild Oats Market	1		
Ray's	1	*	Meats Only-Swifts, Denver, CO
Crystal's Market			
Steel's	1	*	Assoc. Grocers, Denver, CO
Colony Market	1		
OTHER GROCERY STORES	na	19.0%	
TOTAL	26+	100.0%	

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na not available
*Included in "Other Grocery Stores" percent.
Note: Above information kindly provided by THE BOULDER DAILY CAMERA.

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LONGMONT

LEADING STORES:		*	
Albertson's	1		McLane Western, Denver, CO
Pantry Market	1		na
King Soopers	1		Own, Denver, CO
Safeway	3		Own, Denver, CO
Food Bonanza	1		na
OTHER GROCERY STORES	na		
TOTAL	7+		

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na not available
*Share of Market Data is unobtainable.

COLORADO SPRINGS - MSA

El Paso County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Albertson's	5		Own, Denver, CO
King Soopers	8		Own, Denver, CO
Safeway	9		Own, Denver, CO
City Market	1		Own, Grand Junction, CO
LEADING CONVENIENCE STORE CHAINS:			
Circle K	6		McLane Western, Denver, CO
Kwik Way Stores	13		Super Valu, Denver, CO
Loaf 'n Jug	15		McLane Western, Denver, CO
7-Eleven	56		McLane Western, Denver, CO
LEADING INDEPENDENTS:			
Babe's Market	3		Super Valu, Denver, CO
Black Forest Stores	1		Super Valu, Denver, CO
Circle Super	1		City Market, Grand Junction, CO
City Supers	1		Super Valu, Denver, CO
Cubs	2		Super Valu, Denver, CO
Sax	1		Nash Finch, Denver, CO
Simms Super	1		Super Valu, Denver, CO
OTHER GROCERY STORES	na		
TOTAL	123+		

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na not available * Share of Market Data is unobtainable.

Note: Above information kindly provided by GAZETTE TELEGRAPH.

FORT COLLINS-LOVELAND - MSA

Larimer County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		99.0%	
King Soopers	3	29.0	Dillon, Denver, CO
Steele's	2	25.0	Nash Finch
Albertson's	2	21.0	Own, Aurora, CO
Safeway	3	13.0	Own, Denver, CO
Toddy's	1	8.0	Surefine, Kansas City, KS
Beavers	1	1.0	na
Overland Foods	1	1.0	na
7-Eleven	6	1.0	na
County Market	1	na	Lever Brothers/Super Valu
OTHER GROCERY STORES	na	1.0%	
TOTAL	20+	100.0%	

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na not available

Note: Above information kindly provided by THE FORT COLLINS COLORADOAN and THE LOVELAND DAILY REPORTER HERALD.

GREELEY - MSA

Weld County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Grocery Warehouse	1		Albertson's, Aurora, CO
King Soopers	1		Dillon, Denver, CO
Safeway	2		Own, Denver, CO
Food Bonanza	1		Nash Finch
Toddy's	1		Sure Fine
Albertson's	1		Albertson's
OTHER GROCERY STORES	na		
TOTAL	7+		

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na not available

* Share of Market Data is unobtainable.

Note: Above information kindly provided by GREELEY TRIBUNE.

PUEBLO - MSA

Pueblo County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Chet's Food Centers	2		Super Valu, Denver, CO
County Market	1		Super Valu, Denver, CO
King Soopers	2		Own, Denver, CO
Kwik Way (C)	19		Super Valu, Denver, CO
Loaf N'Jug (C)	43		McLane Western, Denver, CO
Safeway	3		Own, Denver, CO
7-Eleven (C)	21		McLane Western, Denver, CO
Super Foods	6		na
OTHER GROCERY STORES	na		
TOTAL	97+		

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na not available
(C) Convenience Stores
* In-house estimates.
**Share of Market Data is unobtainable.
Note: Above information kindly provided by THE PUEBLO CHIEFTAIN.
According to this source, Pueblo has experienced no changes since last year.

CONNECTICUT

BRISTOL - PMSA

Parts of Hartford and Litchfield Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
A&P	2		Own, Springfield, MA
Food Mart	2		Own, Holyoke, MA
IGA	1		Bozzuto's, Inc., Cheshire, CT
Shop Rite	1		Motts, East Harford, CT
Stop N Shop	1		Own, New Haven, CT
OTHER GROCERY STORES	na		
TOTAL	7+		

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na not available
* Share of Market Data is unobtainable.

DANBURY - PMSA

Parts of Fairfield and Litchfield Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Stop N Shop	4	43.0	Own, North Quincy, MA
Grand Union	4	28.0	Own, Wayne, NJ
Waldbaums	2	28.0	Own, Holyoke, MA
Pathmark	1	17.0	Supermarkets General, Saddlebrook, NJ
Shop Rite	1	17.0	Wakefern Food, Hartford, CT
A&P	4	16.0	Own, Springfield, MA
Deep's (IGA)	1	14.0	Bozzuto's, Inc., Cheshire, CT
First National (Finast)	4	12.0	Own, Winsor Locks, CT
Bethel Food Market (IGA)	1	9.0	Bozzuto's, Inc., Cheshire, CT
Morey's (IGA)	1	6.0	Bozzuto's, Inc., Cheshire, CT
Gran Central	1	3.0	Krasdale, Stamford, CT
OTHER GROCERY STORES	na		
TOTAL	24+		

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na not available

* Percents based on the following questions: "As I read a list of supermarkets and food stores in the area, please tell me which ones you have shopped during the past seven days and whether or not you bought anything."

**Total does not equal 100% due to customers shopping at more than one store.

Note: Above information kindly provided by THE DANBURY NEWS-TRIBUNE.

MIDDLETOWN - PMSA

Parts of Middlesex County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:			
Stop & Shop	4	51.0	Own, North Haven, CT
Food Mart	3	28.0	na
Finast	2	10.0	First National, Windsor Locks, CT
Colonial IGA	1	6.0	na
Shop Rite	1	6.0	Own, East Hartford, CT
Town and Country	2	4.0	na
Tri Town	1	3.0	na
TOTAL	14	*	

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na not available

* Percents exceed 100.0% due to rounding.

Note: Information presented covers all of Middlesex County, not exclusively Middletown. Please use figures cautiously. Information kindly provided by THE MIDDLETOWN PRESS.

NEW BRITAIN - PMSA

Parts of Hartford County, Berlintown, New Britain City, Plainville Town and Southington Town	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Finast/Edwards	2		na
Food Mart	2		Sweet Life Foods, Suffield, CT
Stop N Shop	1		Own, North Haven, CT
LEADING CONVENIENCE STORE CHAINS:			
Cumberland Farms	8		N. England Grocer Supply Co., Northboro, MA
7-Eleven	2		na
VOLUNTARY &/OR COOPERATIVE GROUPS:			
Bozzuto's	7		Own, Cheshire, CT
LEADING INDEPENDENTS:			
Food Bag	5		na
Gnazzo's	2		na
Shop Rite	1		Own, East Hartford, CT
Sussman's	1		Bozzuto's, Inc., Cheshire, CT
TOTAL	31		

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na not available

* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE NEW BRITAIN HERLAD.

NEW HAVEN-MERIDEN - MSA

NEW HAVEN

Parts of Middlesex and New Haven Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Everybody's	5		Sweet Life Foods, Hamden, CT
First National	4		Own, Windsor Locks, CT
Gran Central	4		Krasdale, Stamford, CT
Pathmark	3		Supermarkets General Corp., Saddlebrook, NJ
Stop N Shop	15		Own, North Haven, CT
Waldbaum's/Food Mart	5		Sweet Life Foods, Suffield, CT
OTHER GROCERY STORES	na		
TOTAL	36+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

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MERIDEN

LEADING CHAINS:		*	
Edwards Food Warehouse	1		Own, Burlington, MA
Everybody's	3		Own, Cheshire, CT
First National	2		Own, Windsor Locks, CT
Food Mart	3		Sweet Life Foods, Suffield, CT
Stop N Shop	3		Own, North Haven, CT
LEADING CONVENIENCE STORE CHAINS:			
Cumberland Farms	13		Own, Canton, MA
Dairy Mart	4		na
Dairy Farms	6		Own, Enfield, CT
Food Bag	4		Own, Kensington, CT
Wawa Foods	2		Own, Wawa, PA
Xtra Mart	3		na
VOLUNTARY &/OR COOPERATIVE GROUPS:			
Shop Rite	3		Own and Wakefern Food Corp., Elizabeth, NJ
LEADING INDEPENDENTS:			
Barker's Market	1		Sweet Life Foods, Suffield, CT
OTHER GROCERY STORES	na		
TOTAL	48+		

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na not available
* Share of Market Data is unobtainable.

NEW LONDON-NORWICH (CT-RI) - MSA

Parts of New London and Windham Counties, CT - Part of Washington County, RI	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
A&P	4**/3***		Own, Springfield, CT
Better Val-U	3/1		na
Beit Bros.	4/1		na
First National	3		Own, Windsor Locks, CT
IGA	4/3		Bozzuto's, Inc., Cheshire, CT
Michael's Market	3		na
Price Rite	1		na
Shop Rite	1		Wakefern Food Corp, Elizabeth, NJ
Stop & Shop	5/4		Own, North Haven, CT
Waldbaum's	1		C&S Wholesale Grocers, Inc., Holyoke, MA
OTHER GROCERY STORES	5/na		
TOTAL	34/26		

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na not available

* Share of Market Data is unobtainable.

** This information kindly provided by our Norwich source.

***This information kindly provided by our New London source.

NORWALK - PMSA

Part of Fairfield County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Food Emporium	1		Own, Bronx, NY
Grand Union	2		Own, Mount Kisco, NY
Pathmark	1		Own, Woodbridge, NJ
Stop N Shop	2		Own, North Haven, CT
Waldbaums	3		Own, Central Islip, NY
LEADING INDEPENDENTS:			
Gregory's	1		na
Stew Leonard	1		na
Village Market	1		na
LEADING CONVENIENCE STORE CHAINS:			
Cumberland Farms	1		Own, Canton, MA
Friendly Farms	1		na
Friendly Food Market	2		na
OTHER GROCERY STORES:			
Atlantic Meat	1		Sisk & Kobotti, Stamford, CT
Grandview Finast	1		na
Manos Market	1		na
Market Basket	1		Associated Foods, Stamford, CT
Rocco's Market	1		na
Rowayton Market	1		Bozzuto's, Cheshire, CT
Tierney St. Deli	1		na
Tokeneke Market	1		na
Van Zant Street Market	1		na
TOTAL	25		

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na not available

* Share of Market Data is unobtainable.

STAMFORD - PMSA

Part of Fairfield County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	2		Own, Springfield, MA
Bongiorno's	1		na
Finast	2		First National, Windsor Locks, CT
Grade A	2		Allied Grocers Coop Inc., Stamford, CT
Gran Central	3		Krasdale, Stamford, CT
Palmer's	1		na
OTHER GROCERY STORES	na		
TOTAL	11+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

WATERBURY - MSA

Parts of Litchfield and New Haven Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
A&P	3		Own, Springfield, MA
Anfosso's	1		na
Big Y	1		na
Country Grocer	1		na
Edward's	1		Own, Burlington, MA
Everybody's	4		Sweet Life Foods, Hamden, CT
First National	5		Own, Windsor Locks, CT
Four Corners	1		na
Grand Union	1		Own, Elmwood park, NJ
LaBonne's	3		Bozzuto
Pathmark	1		Supermarkets General Corp., Woodbridge, NJ
Pat's IGA	1		na
Price Buster	1		na
Shop Rite	2		Motts, East 3 Own, Denver, CO
Food Bonanza	1		na
OTHER GROCERY STORES	na		
TOTAL	35+		

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na not available
*Share of Market Data is unobtainable.

Note: Above information kindly provided by the WATERBURY REPUBLICAN-AMERICAN.

DELAWARE

WILMINGTON (DE-NJ-MD) - PMSA

New Castle County, DE Salem County, NJ Cecil County, MD	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		73.0%	
Acme	16	32.0	American Stores Co., Philadelphia, PA and Whippany, NJ
Pathmark	4	18.0	Supermarkets General Corp., Delran, NJ
Super Fresh	7	15.0	A&P, Florence, NJ
Shop Rite	1	3.0	Wakefern, Union, NJ
Santonis, Inc.	1	2.0	B. Green & Co., Inc., Baltimore, MD
Military	1	2.0	Buy Direct
Sav-A-Lot	1	1.0	Moran Stores, Inc., Bridgeport, NJ
INDEPENDENTS	13	23.0%	Various
OTHER GROCERY STORES	na	4.0%	
TOTAL	44+	100.0%	

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na not available
* In-house estimates.

FLORIDA

BRADENTON - MSA

Manatee County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES:			
Albertson's	2		Own, Orlando, FL
Foodway	3		Affiliated of Florida, Tampa, FL
Jewel Osco	1		na
Kash 'N Karry	5		Tampa Wholesale, Tampa, FL
Publix	6		Own, Lakeland, FL
Winn Dixie	7		Own, Tampa, FL
OTHER GROCERY STORES	na		
TOTAL	24+		

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na not available
* Three Food Lion's under construction; the first to open September, 1990.
** Share of Market Data is unobtainable.
Note: Above information kindly provided by THE BRADENTON HERALD.

DAYTONA BEACH - MSA

Volusia County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		77.0%	
Publix	17	27.0	Own, Lakeland, FL
Winn Dixie	21	25.0	Own, Orlando, FL
Food Lion	7	16.0	na
Albertson's	2	4.0	Own, Orlando, FL
Goodings	2	2.0	Certified Grocers, Ocala, FL
Walmart	4	2.0	na
Pic N Save	4	1.0	Own, Jacksonville, FL
LEADING CONVENIENCE STORE CHAINS:		10.5%	
7-Eleven	31	4.0	Southland Corp., Orlando, FL
Handyway	34	3.0	Own, Ocala, FL
Jiffy	31	1.5	Own, Miami, FL
Majik	18	1.5	Own, Tampa, FL
Little General	11	0.5	Southland Corp., Orlando, FL
LEADING INDEPENDENTS:		10.5%	
John's Family Market	5	10.5	na
Metz	3		Certified Grocers, Tampa, FL
Pearson's (Certified)	3		Certified Grocers, Tampa, FL
Thriftway	3		Certified Grocers, Tampa, FL
Wiggins Bros.	2		Own, Lakeland, FL
OTHER GROCERY STORES	na	2.0%	
TOTAL	198+	100.0%	

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na not available

FORT MYERS-CAPE CORAL - MSA

Lee County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Affiliated	4		Own, Tampa, FL
Albertson's	1		Own, Orlando, FL
Circle K (C)	49		na
Convenient Food Mart (C)	3		na
Kash 'N Karry	9		Own, Tampa, FL
Publix	10		Own, Jacksonville, FL
7-Eleven (C)	30		na
U Sav	1		B&B Cash Grocery Stores, Tampa, FL
Winn-Dixie	11		Own, Tampa, FL
OTHER GROCERY STORES	na		
TOTAL	118+		

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na not available (C) Convenience Stores *Share of Market Data is unobtainable.

Note: Above information kindly provided by FORT MYERS NEWS PRESS, and a source which prefers to remain anonymous. According to our source, Cape Coral has experienced no changes this past year.

FORT PIERCE - MSA

Martin and St. Lucie Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	2		Super Food Services, Orlando, FL
A&P	1		Own, New Orleans, LA
Associated Grocers	4		Own, Miami, FL
Bob & Ed's	1		na
Great Valu	1		Assoc. Grocers, Miami, FL
Publix	5		Own, Miami, FL
Winn-Dixie	8		Own, Pompano Beach, FL
OTHER GROCERY STORES	na		
TOTAL	22+		

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na not available * In-house estimates. **Share of Market Data is unobtainable.

Note: Above inforamtion kindly provided by FORT PIERCE TRIBUNE. According to this source, Fort Pierce has experienced no changes since last year.

FORT WALTON BEACH - MSA

Okaloosa County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:			
Delchamps	5	54.0	Own, Montgomery, AL
Food World	2	48.0	Bruno's, Birmingham, AL
Winn Dixie	5	44.0	Own, Montgomery, AL
LEADING INDEPENDENTS:			
IGA Foodliner	1		na
Kelley's IGA	3	38.0	na
Penn Max	2	11.0	na
LEADING CONVENIENCE STORE CHAINS:			
Circle K	3		na
Jr. Food Stores	8		na
Ritz	8		na
7-Eleven	9		na
Tom Thumb	31		na
OTHER GROCERY STORES			
Enrico's Italian Market	1		na
Enrie's Meat Market	1		na
Kelley's Deli & Market	1		na
Village Supermarket	1		na
TOTAL	81		

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na not available

Note: Above information kindly provided by NORTHWEST FLORIDA DAILY NEWS.

GAINESVILLE - MSA

Alachua and Bradford Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Albertson's	1		Own, Jacksonville, FL
Food Lion	2		Own, Jacksonville, FL
Kash & Karry	2		Own, Geneva, AL
Pic 'N Sav	4		Own, Jacksonville, FL
Publix	6		Own, Lakeland, FL
Thriftway	1		Certified Grocers of Florida, Ocala, FL
Winn Dixie	6		Own, Jacksonville, FL
OTHER GROCERY STORES	na		
TOTAL	22+		

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na not available

* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE GAINESVILLE SUN.

JACKSONVILLE - MSA

Clay, Duval, Nassau and St. Johns Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		89.0%	
Winn Dixie	45	37.0	Own, Jacksonville and Tampa, FL
Publix	23	22.0	Own, Jacksonville, FL
Food Lion	23	12.0	Own, Salisbury, NC
Albertson's	7	9.0	Super Food Services, Inc. Orlando, FL
Pic N Save	20	4.0	Own, Jacksonville, FL
Sam's Wholesale	2	2.0	na
Commissaries	3	1.0	Buy Direct
Foodway	20	1.0	Own, Tampa, FL
Souds (IGA)	4	1.0	na
OTHER GROCERY STORES	na	9.0%	
TOTAL	147+	100.0%	

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na not available

Note: Above information kindly provided by THE FLORIDA TIMES-UNION.

LAKELAND-WINTER HAVEN - MSA

Polk County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	2		Super Food Service, Inc., Orlando, FL
Food World	2		Publix, Lakeland, FL
Kash & Karry	6		Own, Tampa, FL
Minit Shop (C)	10		na
Publix	14		Own, Jacksonville, FL
Winn-Dixie	11		Own, Jacksonville, FL
OTHER GROCERY STORES	na		
TOTAL	43+		

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na not available (C) Convenience Stores *In-house estimates.
**Share of Market Data is unobtainable.
Note: Above information kindly provided by THE LAKELAND LEDGER.

MELBOURNE-TITUSVILLE-PALM BAY - MSA

Brevard County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	1		Own, Jacksonville, FL
Florida Choice	7		Affiliated of Florida, Maitland, FL
Mr. Grocer	14		na
Publix	13		Own, Lakeland, FL
Winn-Dixie	16		Own, Tampa, FL
CONVENIENCE STORES:			BUYING OFFICES:
Cumberland Farms	8		Own, Canton, MA
Jiffy	34		Huntley, Orange Park, FL
Lil General	3		na
Majik	29		Own, Brandon, FL
7-Eleven	27		Southland Corp., Orlando, FL
Tenneco	7		na
Zippy Mart	16		Own, Rocky Mount, NC
OTHER GROCERY STORES	na		
TOTAL	175+		

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na not available *In-house estimates. **Share of Market Data is unobtainable.
Note: Information above covers only Melbourne. Information on Titusville & Palm Bay was unobtainable. Above information kindly provided by FLORIDA TODAY. According to this source, Melbourne has experienced no changes this year.

NAPLES - MSA

Collier County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Publix	7		Own, Lakeland, FL
Winn Dixie	7		Own, Orlando, FL
Florida Choice	5		Malone & Hyde, Miami, FL
Kash N' Karry	1		Tampa Wholesale, Tampa, FL
OTHER GROCERY STORES	na		
TOTAL	20+		

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na not available
*Share of Market Data is unobtainable.
Note: Above information kindly provided by the NAPLES DAILY NEWS.

OCALA - MSA

Marion County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES:			
Alaco	2		Certified Grocers, Ocala, FL
Food Lion	1		na
Goodings	1		Certified Grocers, Ocala, FL
Kash N' Karry*	4		Own, Geneva, AL
Publix	3		Own, Lakeland, FL
Russells	1		Certified Grocers, Ocala, FL
Winn Dixie	8		Own, Jacksonville, FL
TOTAL	20+		

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na not available
* In-house estimates.
** Share of Market Data is unobtainable.

PANAMA CITY - MSA

Bay County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Corosel	1		na
Country Market	2		na
Delchamps	2		na
Eagle	1		na
Food World	3		Bruno's Inc., Birmingham, AL
Piggy Wiggly	2		Fleming Foods, Geneva, AL
Sunshine	3		Higdon Grocery Co., Cairo, GA, & local vendors
Winn Dixie	6		Own, Montgomery, AL
TOTAL	20+		

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na not available
* Share of Market Data is unobtainable.

PENSACOLA - MSA

Escambia and Santa Rosa Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
A&P	3		Own, New Orleans, LA
Albertson's	2		Lewis-Bear, Pensicola, FL
Barnes	7		na
Delchamps	7		Own, Mobile, AL
Food Max	2		na
Food World	4		na
IGA	1		na
Piggly Wiggly	2		Fleming Foods, Geneva, AL
Sack and Save	1		na
Winn Dixie	11		Own, Jacksonville, FL
OTHER GROCERY STORES	1		
TOTAL	41+		

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na not available
*Share of Market Data is unobtainable.
Note: Above information kindly provided by PENSACOLA NEWS JOURNAL.

SARASOTA - MSA

Sarasota County	No. of Stores	% of Customers*	Principal Supplier
LEADING STORES:			
Publix	16	66.0	Own, Lakeland, FL
Winn Dixie	8	51.0	Own, Jacksonville, FL
Kash 'N Karry	10	42.0	Tampa Wholesale, Tampa, FL
Albertson's	2	28.0	Own, Miami, FL
TOTAL	36+	**	

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na not available

* Based on the question: "Where have you shopped in the past 7 days?"

** % of Customers does not equal 100.0% due to multiple answers.

TALLAHASSEE - MSA

Gadsden and Leon Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	2		Lewis Bear, Pensacola, FL
Food Lion	2		na
Harvey's	3		na
Jr. Food Stores	12		na
Majik Markets (C)	24		Own, Jacksonville, FL
Publix	5		Own, Lakeland, FL
Sing Stop N' Shop	6		Higdon Grocery, Quincy, FL
Winn Dixie	8		Own, Jacksonville, FL
OTHER GROCERY STORES	na		
TOTAL	57+		

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na not available

(C) Convenience Store

* In-house estimates.

**Share of Market Data is unobtainable.

Note: Above information kindly provided by THE TALLAHASEE DEMOCRAT.

WEST PALM BEACH-BOCA RATON-DELRAY BEACH - MSA

Palm Beach County	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:			
Albertson's	3		Super Food Service, Inc., Orlando, FL
Pantry Pride/Sun	4		Malone & Hyde Inc., Pompano Beach, FL
Publix	27		Own, North Miami, FL
Winn Dixie	35		na
Wooley's Emporium	1		na
OTHER GROCERY STORES	na		
TOTAL	70+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.
Note: Information above does not include the Delray Beach market.

GEORGIA

ALBANY - MSA

Dougherty and Lee Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Family Mart	1		A&P Inc., Charlotte, NC
Food Lion	2		na
Harvey's	5		na
Piggly Wiggly	5		Own, Vidalia, GA
Warehouse Foods	1		na
Winn Dixie	3		Own, Atlanta, GA
OTHER GROCERY STORES	na		
TOTAL	17+		

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na not available
*Share of Market Data is unobtainable.
Note: Above information kindly provided by THE ALBANY HERALD.

ATHENS - MSA

Clarke, Jackson, Madison and Oconee Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Bell's	7		na
BiLo	2		Own, Mauldin, SC
Family Food	1		na
Food Lion	1		Own, Salisbury, NC
Ingles	2		Own, Asheville, NC
Kroger	2		Own, Atlanta, GA
Piggly Wiggly	1		Own, Vidalia, GA
Winn Dixie	3		Own, Atlanta, GA
OTHER GROCERY STORES	na		
TOTAL	19+		

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na not available
*Share of Market Data is unobtainable.
Note: Above information kindly provided by THE ATHENS DAILY NEWS/BANNER-HERALD.

AUGUSTA (GA-SC) - MSA

Columbia, McDuffie and Richmond Counties-GA Aiken County-SC	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		95.0%	
Kroger	6	29.0	Own, Atlanta, GA
Bilo	5	22.0	Own, Mauldin, SC
Winn Dixie	6	17.0	Own, Taylors, SC
Food Lion	7	15.0	Own, Salisbury, NC
Piggly Wiggly	4	12.0	Own, Chalreston Heights, SC
Food Max	1	na	na
LEADING INDEPENDENTS:		1.0%	
Gurley's	8	1.0	Own, Harlem, GA
LEADING CONVENIENCE STORES:			
K			
OTHER GROCERY STORES	14	4.0%	
TOTAL	51+	100.0%	

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na not available
Note: Above information kindly provided by THE AUGUSTA CHRONICLE/AUGUSTA HERALD.

COLUMBUS (GA-AL) - MSA

Chattahoochee and Muscogee Counties, GA Russell County, AL	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
A&P	3		A&P, Atlanta, GA
Arrington Super Foods	2		Hudson Thompson, Montgomery, AL
Big Jim's Big Buy	1		Hudson Thompson, Montgomery, AL
Birdsey Super Market	1		na
County Market	1		Super Valu, Anniston, AL
Family Mart	1		A&P, Atlanta, GA
Fletcher's Big Town	1		Hudson Thompson, Montgomery, AL
Food Max	1		Bruno's Burmingham, AL
Frank's Warehouse Foods	3		Higdon Grocery, Quincy, FL
Goolsby Foods	11		Preacher Goolsby, Inc., Columbus, GA
IGA	1		na
Lewis Jones	3		Mitchell Grocery Co., FL
Majik Market	15		c
Piggly Wiggly	12		Piggly Wiggly, Birmingham, AL
Rainbow Foods	1		Fleming Foods, Geneva, AL
Sing Food Stores	6		c
Starvin Marvin	4		c
Winn Dixie	6		Winn Dixie, Montgomery, AL
TOTAL	73+		

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na not available
(C) Convenience Stores
* Share of Market Data is unobtainable.

MACON-WARNER ROBINS - MSA

Bibb, Houston, Jones and Peach Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		77.0%	
Piggly Wiggly	12	36.0	Own, Vidalia, GA
Kroger	5	26.0	Own, Atlanta, GA
Commissary (Robins Air Force Base)	1	6.0	Buy Direct, Warner Robins, GA
Winn-Dixie	1	5.0	Own, Atlanta, GA
Red & White (Neal's)	3	2.0	Timberlake Groc. Co., Macon, GA
Family Mart	1	1.0	A&P Co., Inc., Charlotte, NC
Food Fair	1	1.0	Various
Food Max (Bruno's)	2	*	Own, Vidalia, GA
OTHER GROCERY STORES	na	23.0%	
TOTAL	26+	100.0%	

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na not available

* Included in "Other Grocery Stores" percent.

Note: According to our source Warner-Robins has experienced no changes since last year. Above information kindly provided by MACON TELEGRAPH & NEWS and a source which prefers to remain anonymous.

SAVANNAH - MSA

Chatham and Effingham Counties	No. of Stores	% of Market Share	Principal Supplier
GROCERY STORES:			
Byrd Bros.	1	na	na
Food Lion	3	6.2	Own, Salisbury, NC
Kroger-Sav On	2	10.3	Own, Atlanta, GA
M & M	8	48.1	Own, Savannah, GA
Piggly Wiggly	8	19.2	Own, Charleston, SC
Red & White	1	na	Wetterau, Inc., Charleston, SC
OTHER GROCERY STORES	na		
TOTAL	23+		

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na not available

Note: Above information kindly provided by THE SAVANNAH NEWS-PRESS.

HAWAII

HONOLULU - MSA

Honolulu County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		97.3%	
Safeway	16	20.8	Own, Freemont, CA
Foodland	28	20.6	Fleming Foods, Honolulu, HI
Times	14	14.6	Own, Honolulu, HI
Star	9	9.6	Certified, Los Angeles, CA
KTA	4	5.1	Y. Hata & Co., Ltd., Hilo, HI
ABC Stores	52	4.3	na
Longs	21	3.9	na
7-Eleven (C)	58	3.5	Southland Corp., Pleasanton, CA
Holiday Mart	3	3.1	Certified, Los Angeles, CA
Sure Save	4	2.9	Y. Hata & Co., Ltd., Hilo, HI
Tamura	1	1.8	na
Big Save	6	1.4	Certified, Los Angeles, CA
Ookas	2	1.3	na
Food Fair	2	1.0	Y. Hata & Co., Ltd., Hilo, HI
Okimoto	2	0.8	na
Nagasako	1	0.7	na
Big Way	3	0.5	na
Haleiwa	1	0.5	na
P&P	2	0.5	na
Pay 'n Save	12	0.5	na
Gibson's	1	0.4	na
OTHER GROCERY STORES	9	2.7%	
Maraju Market	1	0.4	na
Marukai	1	0.4	na
TOTAL	244+	100.0%	

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na not available
(C) Convenience Store
Note: Above information kindly provided by Hawaii Newspaper Agency.

BOISE CITY - MSA

Ada County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Albertson's	11		Own, Salt Lake City, UT
Circle K (C)	18		Own, Boise, ID
Fred Meyer	1		Own, Portland, OR
M & W	4		Assoc. Food Stores, Boise, ID
Maxx	1		na
7-Eleven (C)	12		Southland Corp., Englewood, CO
Shavers	1		na
OTHER GROCERY STORES	na		
TOTAL	48+		

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na not available
(C) Convenience Stores
* Share of Market Data is unobtainable.
Note: Above information provided by THE IDAHO STATESMAN.

AURORA-ELGIN - PMSA

Kane and Kendall Counties	No. of Stores	AURORA % of Market Share	Principal Supplier
CHAIN SUPERMARKETS:		75.0%	
Eagle Foods	7	35.0	Own, Rock Island, IL
Jewel	8	25.0	Own, Melrose Park, IL
Dominick's	3	15.0	Own, Northlake, IL
INDEPENDENT SUPERMARKETS:		13.0%	
Blue Goose	1	3.0	Certified Grocers, Chicago, IL
Daninos	1	3.0	Central Grocers, Franklin Park, IL
Walts	4	3.0	na
Frank's	2	2.0	na
Buy Rite	2	1.0	Central Grocers, Franklin Park, IL
Super Saver	1	1.0	Scot Lad, Lansing, IL
CONVENIENCE STORES:		8.0%	
Amoco	na	8.0	Southland Corp., Dallas, TX
Phillips Co.	8		Midwest Foods, Location Unknown
7-Eleven	3		Southland Corp., Dallas, TX
White Hen Pantry	4		Jewel Foods, Melrose Park, IL
OTHER GROCERY STORES	na	4.0%	
TOTAL	44+	100.0%	

- -

		ELGIN *	
LEADING STORES:		36.7%	
Eagle	4	20.0	Own, Rock Island, IL
Jewel	3	9.0	Own, Melrose Park, IL
Dominicks	1	5.0	Own, Northlake, IL
7-Eleven	5	2.7	Southland Corp., Dallas, TX
Gromer's	1	**	na
K-Mart	1	**	na
OTHER GROCERY STORES	na	63.3%	
TOTAL	15+	100.0%	

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na not available

* In-house estimates.

**Included in "Other Grocery Stores" percent.

Note: Above information, with exception of Elgin market share, kindly provided by THE AURORA BEACON NEWS.
According to our source, Elgin has experienced no changes since last year.

BLOOMINGTON-NORMAL - MSA

McLean County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Aldi Discount Foods	1		na
Eagle Foods	2**		Own, Milan, IL
Jewel Food Stores	3		Own, Melrose Park, IL
Kroger	3		Own, Indianapolis, IN
Schnucks	1		Schnucks Markets Inc., St. Louis, MO
VOLUNTARY &/OR CO-OP GROUPS:			
Cub Foods	1		J.M. Jones, Champaign, IL
IGA	20		J.M. Jones, Champaign, IL
LEADING INDEPENDENTS:			
Diana Foods	1		Jewel Foods, Melrose Park, IL
OTHER GROCERY STORES	na		
TOTAL	31+		

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na not available *Share of Market Data is unobtainable.
** 2nd store being built. Due to open late November 1990.
Note: Above information provided by THE PANTAGRAPH.

CHAMPAIGN-URBANA-RANTOUL - MSA

Champaign County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Eagle Foods	3		Own, Milan, IL
Jewel	3		Own, Melrose Park, IL
VOLUNTARY &/OR CO-OP GROUPS:			
Diana Foods	1		Scrivner of IL, East Peoria, IL
IGA	3		J.M. Jones, Champaign, IL
LEADING INDEPENDENTS:			
Casey's General Store	1		na
Colonial Pantry	5		Southland Corp., Champaign, IL
Convenient Food Mart (C)	3		Southland Corp., Champaign, IL
County Market	2		J.M. Jones, Champaign, IL
Richards	1		J.M. Jones, Champaign, IL
Kwik Stop (C)	2		Southland Corp., Champaign, IL
White Hen Pantry	5		Scrivner of IL, East Peoria, IL
OTHER GROCERY STORES	8		
TOTAL	37+		

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* Share of Market Data is unobtainable. (C) Convenience Stores
Note: Information above covers only the Champaign and Urbana markets.
Rantoul market information is unobtainable.

DAVENPORT-ROCK ISLAND-MOLINE (IA-IL) - MSA

Henry, Sand, and Rock Island Counties, IL Scott County, IA	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		92.7%	
Eagle	12	46.2	Lucky Stores (MW Divs.), Milan, IL
Hy-Vee	6	22.3	Own, Chariton, IA and Nash Finch, Cedar Rapids, IA
Jewel	5	16.3	Own, Chicago, IL
Aldi Discount Foods	4	4.4	Own, Chicago, IL
Easter Foods	1	1.5	Super Valu, Des Moines, IA
Food 4 Less	1	1.0	Scrivner of IL, Peoria, IL
Jovan Foods	1	1.0	na
VOLUNTARY &/OR CO-OP GROUPS:		3.2%	
Royal Blue	4	1.5	Farm House Foods, Davenport, IA
Jack & Jill Stores	3	1.2	Nash Finch, Cedar Rapids, IL
Super Valu Stores	1	0.5	Own, Des Moines, IA
LEADING INDEPENDENTS:		3.2%	
Kwik Shop (C)	24	2.2	na
Convenient Stores (C)	9	1.0	na
OTHER GROCERY STORES	12	0.9%	
TOTAL	83	100.0%	

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na not available
(C) Convenience Stores
Note: Above information kindly provided by THE MOLINE DISPATCH/THE ROCK ISLAND ARGUS.

DECATUR - MSA

Macon County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		85.0%	
Cub Foods	1	21.0	J.M. Jones, Champaign, IL
Eagle	3	20.0	Own, Milan, IL
Kroger	3	21.0	Own, St. Louis, MO
Jewel	2	17.0	Own, Champaign, IL
Aldi	1	5.0	
Kennedy's	2	3.0	J.M. Jones, Champaign, IL
IGA (Cowgill's)	1	1.0	na
OTHER GROCERY STORES	na	12.0%	
TOTAL	13+	100.0%	

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na not available
Note: Above information kindly provided by DECATUR HERALD & REVIEW.

JOLIET - PMSA

Grundy and Will Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		86.2%	
Jewel Foods	5	24.3	Own, Melrose Park, IL
Cub	1	22.7	J.M. Jones, Champaigne, IL
Dominick	1	20.8	Own, Northlake, IL
Eagle	4	13.3	Own, Milan, IL
Aldi Discount Foods	1	5.1	Own Batavia, IL
LEADING INDEPENDENTS:		8.3%	
Certified	2	8.3	na
Economy	2	*	na
Hansen's Red Fox	1	*	Scrivner of IL, East Peoria, IL
Mitchells	1	*	na
Parks Bros.	1	*	na
OTHER GROCERY STORES	2	5.5%	
TOTAL	21	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.
Note: According to our source, Joliet has experienced no changes since last year.

KANKAKEE - MSA

Kankakee County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Eagle	2		Own, Milan, IL
Food Expo	2		na
Food Festival	1		na
Jewel	2		Own, Melrose Park, IL
Kroger	2		Own, St. Louis, MO IL
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

LAKE COUNTY - PMSA

Lake County	No. of Stores*	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Jewel Foods	15		Own, Melrose Park, IL
Eagle Foods	6		Own, Rock Island, IL
Dominick's Finer Foods	4		Own, Northlake, IL
Aldi Foods	3		Own, Batavia, IL
Piggly Wiggly/Sav U	2		Schultz, Sheboygan, WI
Cub Foods	2		SuperValue, Minneapolis, MN
Military	2		Buy Direct
Country Market	1		SuperValue, Minneapolis, MN
Omni Superstores	1		Dominick's, Northlake, IL
Treasure Island	1		Own, Chicago, IL
OTHER GROCERY STORES	62 (est.)		
TOTAL	99+		

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na not available
* In-house estimates.

PEORIA - MSA

Peoria, Tazewell and Woodford Counties	No. of Stores	% of Retail Food Volume	Principal Supplier
LEADING CHAINS:		94.5%	
Kroger	11	26.0	Own, Indianapolis & Peoria, IL
Red Fox	20	17.0	Scrivner of IL, E. Peoria, IL
Eagle Food Centers L.P.	5	12.0	Lucky, Rock Island, IL
Thompson Food Basket	7	11.0	Scrivner of IL, E. Peoria, IL
IGA:	(12)	(9.0)	
Ben Schwartz	3	4.0	J.M. Jones Co., Peoria, IL
All Others	9	5.0	J.M. Jones Co., Peoria, IL
Aldi	3	4.0	Own, Batavia, IL
Country Market	1	4.0	J.M. Jones Co., Peoria, IL
Mr. K's	2	3.5	Scrivner of IL, E. Peoria, IL
Martin's	1	3.0	Scrivner of IL, E. Peoria, IL
Randall's	1	3.0	J.M. Jones Co., Peoria, IL
Lowell's Discount Foods	2	2.0	Own, Indianapolis, IN
CONVENIENCE STORES	na	5.5%	Various
TOTAL	65+	100.0%	

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na not available

Note: According to our source, Peoria experienced no changes since last year.

ROCKFORD - MSA

Boone and Winnebago County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		85.0%	
Logli	4	28.0	Centrella, Chicago, IL
Cub Foods	1	17.0	Own, Madison, WI
Eagle	5	13.0	Own, Milan, IL
Hilander	4	13.0	Certified-Midwest, Chicago, IL
Magna	1	7.0	Jewel Foods, Melrose Park, IL
Pacemaker	4	4.0	Centrella, Chicago, IL
Aldi Discount Foods	2	2.0	Own, Batavia, IL
IGA	13	1.0	M. Loeb & Co., Elk Grove, IL
OTHER GROCERY STORES	na	15.0%	
TOTAL	34+	100.0%	

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na not available

Note: Above information kindly provided by THE ROCKFORD REGISTER STAR.
According to this source, Rockford has experienced no changes this year.

SPRINGFIELD - MSA

Menard and Sangamon County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		95.1%	
Shop 'N Save	3	24.7	Wetterau Foods, St. Louis, MO
Jewel	4	21.8	Own, Melrose Park, IL
National Food Store	2	14.2	Own, Rosemont, IL
Cub	1	12.0	J.M. Jones Co., Champaign, IL
Eagle	3	10.4	Own, Rock Island, IL
IGA	3	9.4	Wetterau Foods, St. Louis, MO
OTHER GROCERY STORES	na	7.5%	
TOTAL	18+	100.0%	

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na not available

INDIANA

ANDERSON - MSA

Madison County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Payless	5	47	Scot Lad, Lansing, IL
Marsh Foodliner	3	38	Own, Yorktown, IN
Harvest Market	3	5	McMahon-Lieb Co., Anderson, IN
Enveys	1	4	na
Aldi	1	3	na
Strongs Market	2	1	na
OTHER GROCERY STORES	na	2	
TOTAL	15+	100%	

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na not available

* In-house estimates.

**Share of Market Data is unobtainable.

BLOOMINGTON - MSA

Monroe County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
IGA	3		Wetterau Foods, Bloomington, IN
Mr. D's	1		Wetterau Foods, Bloomington, IL
Kroger	2		Own, Indianapolis, IN
Lowells	1		Allied Grocers of IN, Indianapolis, IN
Marsh-Foodliner	2		Own, Yorktown, IN
Village Pantry	5		Marsh Super Markets, Inc., Yorktown, IN
OTHER GROCERY STORES	na		
TOTAL	14+		

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na not available

* Share of Market Data is unobtainable.

Note: According to our source, Bloomington has experienced no changes since last year. Above information kindly provided by THE BLOOMINGTON HERALD-TIMES.

ELKHART-GOSHEN - MSA

Elkhart County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Augsburger	3		Super Valu, Champaign, IL
Everett's	1		Scot Lad, Lansing, IL
Family Fare	4		Spartan, Grand Rapids, MI
Felpausch**	3		Spartan, Hastings, MI
Hardings	2		Spartan, Grand Rapids, MI
Kroger's	7		Own, Indianapolis, IN
Martin's	8		Scot Lad, Lansing, IL
Maurek's IGA	1		Wetterau Foods, Bloomington, IL
T & L Supermarkets	1		Super Food Services, Bellefontaine, OH
W.W. Wilt's	5		Food Marketing, Ft. Wayne, IN
OTHER GROCERY STORES	na		
TOTAL	35+		

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na not available
* Share of Market Data is unobtainable.
**Opening in late 1990.
Note: Above information kindly provided by THE GOSHEN NEWS and THE ELKHERT TRUTH.

EVANSVILLE (IN-KY) - MSA

Posey, Vanderburgh and Warrick Counties, IN Henderson County, KY	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Great Scot	4		Scot Lad, Lansing, IL
Jerry's	4		na
Key	10		Scot Lad, Lansing IL
Royal	1		J. Winkler & Sons, Dale, IN
Schnucks	3		Own, St. Louis, MO
Simpson's	1		na
Spaldings	4		J. Winkler & Sons, Dale, IN
Wesselman's	9		J. Winkler & Sons, Dale, IN
Buehler Buylow	2		Scot Lad, Lansing, IL
OTHER GROCERY STORES	na		
TOTAL	38+		

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na not available
* Share of Market Data is unobtainable.

FORT WAYNE - MSA

Allen, De Kalb and Whitley Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Burger Dairy	5		na
Cub	1		Food Marketing, Fort Wayne, IN
Didier Bros.	3		na
Kroger	6		Own, Ft. Wayne, IN
Lynn's	3		Food Marketing, Fort Wayne, IN
Pio	2		na
Rogers	11		Food Marketing, Fort Wayne, IN
Scotts	12		Scot Lad, Inc., Lima, OH
Tim's	2		Food Marketing, Fort Wayne, IN
White Swan	2		Food Marketing, Fort Wayne, IN
OTHER GROCERY STORES	na		
TOTAL	47+		

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na not available
* Share of Market Data is unobtainable.

GARY-HAMMOND - PMSA

Lake and Porter Counties	No. of Stores*	% of Market Share	Principal Supplier
LEADING STORES:		72.6%	
Strack & Van Til	8	25.3	Central Groc. Coop. Inc., Highland, IN
Ultra	1	16.2	Central Groc. Coop. Inc., Highland, IN
Jewel	6	12.0	Own, Melrose Park, IL
Sterk's Super Foods	12	11.3	Certified Groc. Midwest Inc., Calument City, IL
Cub	1	7.8	Central Groc., Coop. Inc., Highland, IN
INDEPENDENTS	40	22.6%	
OTHER GROCERY STORES	na	4.8%	
TOTAL	64+	100.0%	

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na not available

KOKOMO - MSA

Howard and Tipton Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
County Market	1		Food Marketing, Ft. Wayne, IN
Kroger	3		Own, Indianapolis, IN
Marsh Food Liner	2		Own, Indianapolis, IN
Wallman's	3		Independent
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available

* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE KOKOMO TRIBUNE.

LAFAYETTE-WEST LAFAYETTE - MSA

Tippecanoe County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Jewel	3		Own, Chicago, IL
Marsh Food Liner	2		Own, Indianapolis, IN
Payless	4		Own, Anderson, IN
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available

* In-house estimates.

**Share of Market Data is unobtainable.

Note: Above information kindly provided by THE JOURNAL AND COURIER. According to this source, Lafayette experienced no changes since last year.

MUNCIE - MSA

Delaware County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A.L. Ross	4		Food Marketing, Ft. Wayne, IN
Eavey	2		Certified Grocers, Indianapolis, IN
Marsh	4		Own, Yorktown, IN
Wise	2		White Villa Foods, Dayton, OH
OTHER GROCERY STORES	na		
TOTAL	12+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

SOUTH BEND-MISHAWAKA - MSA

St. Joseph County	No. of Stores	% of Market Share	Principal Supplier
GROCERY STORES:		92.8%	
Martin's	8	36.8	Own, South Bend, IN
Kroger	6	28.6	Own, Indianapolis, IN
Park N' Shop	2	6.2	Certified Grocers of Illinois, Chicago, IL
County Market	1	6.2	Food Marketing, Ft. Wayne, IN
Aldi's	2	5.8	na
Cira's	3	5.0	Food Marketing, Ft. Wayne, IN
Eagle's	1	2.3	na
Hank's	1	1.9	na
Wilts	1	*	Food Marketing, Ft. Wayne, IN
OTHER GROCERY STORES	na	7.2%	
TOTAL	25+		

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na not available
* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by THE SOUTH BEND TRIBUNE.

TERRE HAUTE - MSA

Clay and Vigo Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		94.0%	
Kroger	4	44.0	Own, Indianapolis, IN
Great Scot	2	32.0	Super Valu, Champaign, IL
Pik-n-Save	1	10.0	na
Page's Sak N' Save	2	6.0	Own, Terre Haute, IN
Lowell's	1	2.0	Safeway, Indianapolis, IN
VOLUNTARY &/OR CO-OP GROUPS:		1.0%	
IGA	1	1.0	Wetterau Foods, Bloomington, IL
OTHER GROCERY STORES	3	5.0%	
TOTAL	14+	100.0%	

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na not available

Note: Above information kindly provided by the TERRE HAUTE TRIBUNE-STAR.

IOWA

CEDAR RAPIDS - MSA

Linn County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING CHAINS:			
Econo Foods	2		Nash Finch Co., Cedar Rapids, IA
Hy-Vee	7		Own, Chariton, IA
Sun Mart	4		na
VOLUNTARY &/OR CO-OP GROUPS:			
Randall's	2		Super Valu, Des Moines, IA
OTHER GROCERY STORES	46		
TOTAL	61+		

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na not available

* In-house estimates.

**Share of Market Data is unobtainable.

TERRE HAUTE - MSA

Clay and Vigo Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		94.0%	
Kroger	4	44.0	Own, Indianapolis, IN
Great Scot	2	32.0	Super Valu, Champaign, IL
Pik-n-Save	1	10.0	na
Page's Sak N' Save	2	6.0	Own, Terre Haute, IN
Lowell's	1	2.0	Safeway, Indianapolis, IN
VOLUNTARY &/OR CO-OP GROUPS:		1.0%	
IGA	1	1.0	Wetterau Foods, Bloomington, IL
OTHER GROCERY STORES	3	5.0%	
TOTAL	14+	100.0%	

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na not available
Note: Above information kindly provided by the TERRE HAUTE TRIBUNE-STAR.

IOWA

CEDAR RAPIDS - MSA

Linn County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING CHAINS:			
Econo Foods	2		Nash Finch Co., Cedar Rapids, IA
Hy-Vee	7		Own, Chariton, IA
Sun Mart	4		na
VOLUNTARY &/OR CO-OP GROUPS:			
Randall's	2		Super Valu, Des Moines, IA
OTHER GROCERY STORES	46		
TOTAL	61+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

DES MOINES - MSA

Dallas, Polk and Warren Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Hy-Vee	13		Own and Chariton Whlsl., Chariton, IA
Dahl's Food Stores	10		Super Valu, Des Moines, IA
VOLUNTARY &/OR CO-OP GROUPS:			
Food 4 Less	4		Erickson Petroleum Co., Minneapolis, MN
Food Saver	3		Scrivner of IA, Laurens, IA
Super Valu	7		Own, Des Moines, IA
Sav U More	1		Own, Chariton, IA
AG	6		Assoc. Grocers of Iowa Des Moines, IA
OTHER GROCERY STORES	22		
TOTAL	66+		

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* Share of Market Data is unobtainable.

Note: Above information covers only Polk County. Above information kindly provided by THE DES MOINES REGISTER.

DUBUQUE - MSA

Dubuque County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Aldi	1		Aldi Inc., West Burlington, IA
Eagle	3		Own, Milan, IL
Econo Foods	1		Nash Finch Co., Cedar Rapids, IA
Hy Vee	1		Own, Chariton, IA
Oky Doky	8		na
OTHER GROCERY STORES	na		
TOTAL	14+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.
According to our source, Dubuque has experienced no changes this past year.

IOWA CITY - MSA

Johnson County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Eagle	3		Own, Milan, IA
Econo Foods	1		Nash Finch Co., Cedar Rapids, IA
Hy-Vee	4		Own, Chariton, IA
Randall's Super Value	2		Super Valu, Des Moines, IA
OTHER GROCERY STORES			
Holiday Foods	1		AGI, Ankeny, IA
TOTAL	11+		

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na not available
*Share of Market Data is unobtainable.

Note: Above information kindly provided by IOWA CITY PRESS-CITIZEN.

SIOUX CITY (IA-NE) - MSA

Woodbury County, IA; Dakota County, NE	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Econofoods	1		Nash Finch, Minneapolis, MN
Fareway	2		Own, Boone, IA
Food 4 Less	1		Scrivner of IA, Laurens, IA
IGA	4		na
Sunshine Food	4		Super Valu Stores, Inc., Des Moines, IA
OTHER GROCERY STORES	na		
TOTAL	12+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

WATERLOO-CEDAR FALLS - MSA

Black Hawk and Bremer Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		78.0%	
Hy-Vee	5	39.0	Own, Chariton, IA
County Market	2	28.0	Own, Des Moines, IA
Food 4 Less	1	10.0	Own, Laurens, IA
Aldi Discount Foods	2	1.0	Own, Chicago, IL
VOLUNTARY &/OR CO-OP GROUPS:		11.0%	
Warehouse Mart	1	6.0	Nash Finch, Cedar Rapids, IA
Fleagle	3	5.0	Own, Des Moines, IA
LEADING INDEPENDENTS:		6.0%	
Kimball Ridge	1	3.0	Assoc. Grocers, Ankeny, IA
S & S Markets	2	1.0	Assoc. Grocers, Ankeny, IA
Adams Store	1	1.0	Assoc. Grocers, Ankeny, IA
Midtown	1	1.0	na
OTHER GROCERY STORES	55	5.0%	
TOTAL	74+	100.0%	

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na not available

LAWRENCE - MSA

Douglas County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Aldi	1		Own, Wright City, MO
Alvin's IGA	1		Fleming, Topeka, KS
Checker's	1		Fleming, Topeka, KS
Dillon's	3		Own, Hutchinson, KS
Food Barn	1		Safeway, Kansas City, MO
Food 4 Less	1		Assoc. Whls. Groc., Kansas City, KS
OTHER GROCERY STORES	na		
TOTAL	8+		

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na not available

* Share of Market Data is unobtainable.

TOPEKA - MSA

Shawnee County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING CHAINS:			
Dillon's	4		Own, Hutchinson, KS
Falley's	3		Asso. Whls. Grocers, Kansas City, KS
Food Barn	1		Safeway, Kansas City, MO
Food 4 Less	4		Fleming Co., North Kansas City, MO
Hypermart	1		na
Safeway	1		Own, Kansas City, MO
Super Saver	2		na
Tilton's	2		na
VOLUNTARY AND/OR CO-OP GROUPS:			
IGA	3		Fleming Foods, Topeka, KS
Thriftway	3		Asso. Whls. Grocers, Kansas, City, KS
LEADING INDEPENDENTS:			
Eakes	1		na
Harry's IGA	7		na
Herman's Beef & Sausage	1		na
JM Bauersfeld	2		na
Pauline Food Center	1		na
OTHER GROCERY STORES	26		
TOTAL	63		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

WICHITA - MSA

Butler, Harvey and Sedgwick Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		70.0%	
Dillon's	18	35.0	Kroger, Hutchinson, KS
Food Barn	9	19.0	Own, Kansas City, MO
Harvest Foods	4	8.0	Own
Food-4-Less	4	8.0	na
INDEPENDENTS	28	25.0%	various
OTHER GROCERY STORES	na	5.0%	
TOTAL	63+	100.0%	

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na not available

Note: Above information kindly provided by THE WICHITA EAGLE.

LEXINGTON-FAYETTE - MSA

Bourbon, Clark, Fayette, Jessamine, Scott and Woodford Counties, KY	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Bestway	1		Malone & Hyde, Inc., Nicholasville, KY
Buy Low	2		na
Convenient (C)	26		Own, Louisville, KY**
County Market	1		na
Foodland			na
Foodtown	5		Affiliated Foods, Lexington, KY
Kroger	9		Own, Lousville, KY
Megamarket	1		na
Mini Mart (C)	6		Own, Bowling Green, KY**
PDQ	2		na
Pic-Pac (C)	2		Malone & Hyde, Inc., Nicholasville, KY
Save-A-Lot	1		na
Randall's	6		Own, Lexington, KY
Winn Dixie	5		Own, Louisville, KY
OTHER GROCERY STORES	na		
TOTAL	68+		

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na not available
(C) Convenient Stores
* Share of Market Data is unobtainable.
**These are locations of buying offices.

Note: Information above covers Lexington market only; Fayette market information is unobtainable. Above information kindly provided by THE LEXINGTON HERALD-LEADER.

LOUISVILLE (KY-IN) - MSA

Bullitt, Jefferson, Oldham, and Shelby, Counties, KY Clark, Floyd and Harrison Counties, IN	No. of Stores	Share of Traffic*	Principal Supplier
LEADING CHAINS:			
Kroger	28	65.0	Own, Louisville, KY
Winn Dixie	33	35.0	Own, Louisville, KY
LEADING INDEPENDENTS:			
Valu Warehouse of Groceries	6	9.0	Malone & Hyde, Nicholasville, KY and Super Valu, Xenia, OH
Buy-Low Foods	5	6.0	Scot Lad, Lima, OH
Melton Markets	8	4.0	Malone & Hyde, Nicholasville, KY
Pic-Pac	10	5.0	Malone & Hyde, Nicholasville, KY
Doll's Market	3	2.0	Malone & Hyde, Nicholasville, KY
Rite Stop Foods	2	1.0	Malone & Hyde, Nicholasville, KY
VOLUNTARY &/OR CO-O GROUPS:			
Key Market	6	2.0	Various
Gateway/IGA	10	1.0	Wetterau, Bloomington, IN
LEADING CONVENIENCE STORE CHAINS:			
Convenient Food Mart	131	20	Winkler Wholesale, Dale, IN
Majik	8	**	na
Save-A-Step	24	**	Own, Louisville, KY
OTHER GROCERY STORES	na	29.0%	
TOTAL	274+	*	

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na not available

* Percent of market adults who shopped in the past seven days. Total does not equal 100% due to multiple answers.

**Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by THE LOUISVILLE COURIER-JOURNAL.

OWENSBORO - MSA

Daviess County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES:			
Foodland	9		Wetterau, Greenville, KY
Kroger	3		Own, Louisville, KY
Save-A-Lot	1		na
Wetzel's	3		Scot Lad, Eldorado, IL
CONVENIENCE STORES:			
Pantry	10		na
Convenient Food Mart	5		na
Stop-n-go	6		na
OTHER GROCERY STORES	na		
TOTAL	37+		

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na not available
* In-house estimates.
**Share of Market data is unobtainable.

LOUISIANA

ALEXANDRIA - MSA

Rapides Parish	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	3		Own, New Orleans, LA
Delchamp's	2		Own, Mobile, AL
F&F	2		na
Food Mart	3		na
Food Service	6		na
Kroger	2		Own, Houston, TX
Piggly Wiggly	1		Malone & Hyde, Monroe, LA
Salley's	3		Malone & Hyde, Monroe, LA
Super One	1		na
Winn Dixie	2		Own, New Orleans, LA
OTHER GROCERY STORES	na		
TOTAL	25+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

BATON ROUGE - MSA

Ascension, East Baton Rouge, Livingston and West Baton Rouge Parishes	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		99.7%	
Super Fresh (A&P)	16	24.1	A&P, New Orleans, LA
Winn Dixie	14	23.5	Own, New Orleans, LA
Albertson's	3	12.2	Own, San Antonio, TX
Associated Grocers	56	10.5	Own, Baton Rouge, LA
National Supermarkets	7	11.0	Own, Harahan, LA
Delchamps	5	6.3	Own, Mobile, AL
Hi Nabor	2	7.0	Own, Baton Rouge, LA
Schwegmanns	1	5.1	Own, New Orleans, LA
OTHER GROCERY STORES	na	0.3%	
TOTAL	102+	100.0%	

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na not available

HOUMA-THIBODAUX - MSA

Lafourche and Terrebonne Parishes	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	1		Own, New Orleans, LA
Big Star	6		Malone & Hyde, Inc, Broussard, LA
Delchamps	1		Own, Mobile, AL
IGA	2		na
L&N	1		na
La Food Store	2		na
National	2		Own, Harahan, LA
Rouses	1		P.A. Menard, Inc. New Orleans, LA
Super Foods	1		Own, Orlando, FL
Winn Dixie	6		Own, New Orleans, LA
OTHER GROCERY STORES	na		
TOTAL	23+		

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na not available

* In-house estimates.

**Share of Market Data is unobtainable.

LAFAYETTE - MSA

Lafayette and St. Martin Parishes	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	1		na
Adrian's	2		na
Albertson's	1		na
Delchamp's	3		Own, Mobile, AL
Heymann's	1		na
IGA	14		na
Kroger	2		Own, Houston, TX
National	2		Own, Harahan, LA
National Brand	15		na
Piggly Wiggly	3		Malone & Hyde, New Orleans, LA
Serve-O-Save	7		na
Southco	1		na
Stop & Shop	8		na
(Stop & Shop) The Superstore	1		na
Winn Dixie	2		Own, New Orleans, LA
OTHER GROCERY STORES	na		
TOTAL	63+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

LAKE CHARLES - MSA

Calcasieu Parish	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Abe's	3		na
Brookshire	2		Own, Tyler, TX
Delchamp's	3		Own, Mobile, AL
Kroger	3		Own, Houston, TX
Market Basket	10		Own, Nederland, TX
OTHER GROCERY STORES	na		
TOTAL	21+		

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na not available
*Share of Market Data is unobtainable.

MONROE - MSA

Ouachita Parish	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Safeway	6		Own, Little Rock, AR
A&P	1		Own, New Orleans, LA
Brookshire	3		Own, Tyler, TX
Big Star	3		Malone & Hyde, Monroe, LA
County Market	1		Lewis, Indianola, MS
Budget Saver	1		Affiliated, Little Rock, AR
Piggly Wiggly	2		Malone & Hyde, Monroe, LA
OTHER GROCERY STORES	na		
TOTAL	17+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

SHREVEPORT - MSA

Bossier and Caddo Parishes	No. of Stores	% of Market Share	Principal Supplier
GROCERY STORES::		54.0%	
Brookshire	11	17.0	Own, Tyler, TX
Kroger	8	15.0	Own, Dallas, TX
Circle K	47	9.0	Southland Corp., Baton Rouge,
Albertson's-Southco	2	7.0	Waples, Dallas, TX
Price-Lo	2	2.0	Grocery Supply, Houston, TX
County Market	2	2.0	Lewis, Indianola, MS
Piggly Wiggly	2	2.0	Malone & Hyde, Monroe, LA
			LA
OTHER GROCERY STORE	na	46.0%	
TOTAL	74+	100.0%	

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na not available

MAINE

BANGOR - MSA

Aroostook, Hancock, Knox, Penobscot Piscataquis, Somerset, Waldo and Washington Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		56.0%	
Shop'N Save Supermarkets and Super Stores	27	49.0	Hannaford Bros., Scarborough, ME
Shaw's Super Store	2	7.0	Shaw's, East Bridgewater, MA
VOLUNTARY &/OR CO-OP GROUPS:		33.0%	
IGA Stores	36	18.0	Wetterau-Portland, Inc. South Portland, ME
Associated Grocers	135	11.0	Associated Grocers Co., South Gardiner, ME
Yankee Grocers	9	3.0	Associated Grocers Co., South Gardiner, ME
Thriftway	7	1.0	Associated Grocers Co., South Gardiner, ME
OTHER GROCERY STORES	310	11.0%	
TOTAL	526	100.0%	

Note: Above information kindly provided by THE BANGOR DAILY NEWS.

LEWISTON-AUBURN - MSA

Part of Androscoggin County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Shaw's	2		Own, East Bridgewater, MA
Shop 'N Save	10		Hannaford Bros., Co., Scarborough, ME
Borges	2		na
Food City	4		na
Future Foods	4		na
IGA	5		na
OTHER GROCERY STORES	na		
TOTAL	27		

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na not available

* Share of Market Data is unobtainable.

Note: Above information kindly provided by LEWISTON SUN-JOURNAL/SUNDAY.

PORTLAND - MSA

Parts of Cumberland and York Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
IGA	2		Wetterau Foods, Portland, ME
Shaw's	7		Own, East Bridgewater, MA
Shop 'N Save	7		Hannaford Bros., Co., Scarborough, ME
OTHER GROCERY STORES	na		
TOTAL	16+		

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na not available

* Share of Market Data is unobtainable.

Note: According to our source, Portland has experienced no changes since last year.

MARYLAND

CUMBERLAND (MD-WV) - MSA

Allegany County, MD and Mineral County, WV	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	4		Own, Montvale, NJ
Acme	2		Own, Philadelphia, PA
County Market	1		Super Valu, Greensburg, PA
Martin's	1		Own, Carlisle, PA
Shop 'N Save	1		Super Valu, Greensburg, PA
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available

* In-house estimates.

**Share of Market Data is unobtainable.

HAGERSTOWN - MSA

Washington County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING CHAINS:			
County Market	1		Various
Food Lion	1		na
Martin's	3		Giant Food, Carlisle, PA
7-Eleven	6		na
Sheetz Convenience	1		na
Super Fresh	1		na
TOTAL	20		

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na not available
* In-house estiamtes.
**Share of Market Data is unobtainable.

BROCKTON - PMSA

Part(s) of Bristol, Norfolk and Plymouth Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		55.9%	
Angelo's/Curtis	30	17.0	Own, Rockland, MA
Shaws	4	11.0	Own, East Bridgewater, MA
Stop & Shop	4	10.0	Own, Boston, MA
Purity Supreme	3	7.0	Own North Billerica, MA
Star Markets	na	4.0	Own, Cambridge, MA
A&P	na	2.0	Own, Springfield, MA
Christy's (C)	18	2.0	Roger Williams Co., Cumberland, RI
Morse's Food Marts	1	2.0	Own, Canton, MA
Fernandes	1	0.9	New England Grocery Supply, Northborough, MA
LEADING INDEPENDENTS:		3.0%	
Cumberland Farms (C)	27	3.0	Own, Canton, MA
Trucchis	2	*	na
OTHER GROCERY STORES	31	41.1%	
TOTAL	121+	100.0%	

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na not available
(C) Convenience Stores
* Included in "Other Grocery Stores" percent.

Note: According to our source, Brockton has experienced no changes since last year.

FALL RIVER (MA-RI) -PMSA

Parts of Bristol County, MA Newport County, RI	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Almac's	3		Own, East Providence, RI
Food Mart	3		Sweet Life Foods, Northborough, MA
Grand Central	2		Roger Williams Food, Cumberland, RI
Heartland	2		Purity-Supreme, North Billerica, MA
Shaw's	2		Own, East Bridgewater, MA
Stop 'N Shop	2		Own, North Quincy, MA
Valueland	1		James Ferrera, Canton, MA
OTHER GROCERY STORES	na		
TOTAL	15+		

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na not available
* Share of Market Data is unobtainable.

FITCHBURG-LEOMINSTER - MSA

Parts of Middlesex and Worcester Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
DeMoulas	3		Own, Tewksbury, MA
Farmers Wholesale	1		na
Heartland	1		Purity-Supreme, North Billerica, MA
Victory	6		Own, Leominster, MA
OTHER GROCERY STORES	na		
TOTAL	11+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

LAWRENCE-HAVERHILL (MA-NH)- PMSA

Parts of Essex County, MA and Rockingham County, NH	No. of Stores	% of Market Share	Principal Supplier
GROCERY STORES:		84.0%	
DeMoulas/Market Basket	10	73.0	Own, Tewksbury, MA
Barcelos	1	3.0	Associated Grocers, Manchester, NH
Purity Supreme	2	5.0	Own, North Billerica, MA and Food Center Wholesale Grocer North Billercia, MA
Shaw's	1	3.0	na
LEADING CONVENIENCE STORES:			
Cumberland Farms	2	*	Own, Canton, MA
Lil Peach	2	*	Own, Westford, MA and Purity Supreme, Westford, MA
Richdale	2	*	Own, Lynn, MA
OTHER GROCERY STORES	na	16.0%	
TOTAL	20+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.
Note: According to our source, Haverhill has experienced no changes since last year. Above information kindly provided by the HAVERHILL GAZETTE.

LOWELL (MA-NH) - PMSA

Parts of Middlesex County, MA and Hillsborough County, NH	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Alexanders	5		Own, Lowell, MA
DeMoulas	12		Own, Tewksbury, MA
Heartland Food Warehouse	2		Purity-Supreme, North Billerica, MA
Sun Food Warehouse	1		Haneford Bros., Portland, ME
Purity-Supreme	3		Own, North Billerica, MA
OTHER GROCERY STORES	na		
TOTAL	23+		

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na not available
*Share of Market Data is unobtainable.
Note: Above information kindly provided by THE LOWELL SUN.

NEW BEDFORD - MSA

Bristol and Plymouth Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
A&P	3		Own, Springfield, MA
Almac's	2		Own, East Providence, RI
Angelo's	2		Purity Supreme, North Billerica, MA
Fernandes	2		Sweet Life, Mansfield, MA
Food Mart	2		Roger Williams, Cumberland, RI
Heartland	1		Purity Supreme, North Billerica, MA
Purity Supreme	1		Own, North Billerica, MA
Shaw's	3		Own, East Bridgewater, MA
Super Place	1		Sweet Life, Mansfield, MA
Super Stop & Shop	1		Own, Quincy, MA
OTHER GROCERY STORES	na		
TOTAL	18+		

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na not available
*Share of Market Data is unobtainable.

Note: Above information kindly provided by THE NEW BEDFORD STANDARD-TIMES.

PITTSFIELD - MSA

Parts of Berkshire County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
A&P	1		C&S Wholesale Grocers, Inc. Brattleboro, VT
Big Y	3		Sweet Life, Springfield, MA
Price Chopper	4		Golub Corp., Schenectady, NY
Stop & Shop	1		Own, Quincy, MA
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available
* Share of Market Data is unobtainable.
Note: According to our source, Pittsfield has experienced no changes since last year.

SALEM-GLOUCESTER - PMSA

Part of Essex County	No. of Stores	% of Market Share*	Principal Supplier
CHAIN STORES:			
A&P	1		Own, Springfield, MA
DeMoulas/Market Basket	1		Own, Tewksbury, MA
Purity Supreme/Heartland	4		Purity Supreme, North Billerica, MA
Shaw's	1		Own, Portland, ME
Star Market	2		Own, Cambridge, MA
Stop & Shop	1		Own, Boston, MA
Super Stop & Shop	1		Own, Boston, MA
INDEPENDENT STORES:			
Cape Ann Market	3		Sweet Life, Mansfield, MA
Crosby's	2		na
Brown's Market	1		na
Food Mart	2		na
Henry's Market	2		na
Ralph's Market	1		na
Steve's Market	1		na
Danver's Butchery	1		na
CONVENIENCE STORES:			
Convenient Food Mart	4		Own, Reading, MA
Cumberland Farms	6		Own, Canton, MA
Richdale Dairy	11		Own, Lynn, MA
7-Eleven	2		Southland Corp., Bedford Hills, NY
White Hen Pantry	2		Own, Medford, MA
OTHER GROCERY STORES	na		
TOTAL	49+		

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na not available

* Share of Market Data is unobtainable.

Above information kindly provided by ESSEX COUNTY NEWSPAPERS.

SPRINGFIELD - MSA

Parts of Hampden and Hampshire Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		79.2%	
Big Y	23	23.6	Springfield Sugar, Suffield, CT
Stop & Shop	11	19.8	Own, Boston, MA
Waldbaum's Food Mart	8	12.4	C&S, Brattleboro, VT
Price Chopper	8	9.4	Own, Schenectady, NY
Shop Rite	5	6.4	Wakefern, Elizabeth, NJ
Edwards/Finast	2	3.8	Own, E. Hartford, CT
A&P	2	3.3	Own, Springfield, MA
Grand Union	1	0.5	Own, Waterford, NY
VOLUNTARY &/OR CO-OP GROUPS:			
Super Valu	4	*	na
CONVENIENCE STORES:			
Open Pantry	9	*	na
7-Eleven	8	*	na
OTHER GROCERY STORES	na	20.8%	
TOTAL	81+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.
Note: Above information kindly provided by THE SPRINGFIELD UNION NEWS.

WORCESTER - MSA

Part of Worcester County	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		64.0%	
Big Discount	10	23.0	C&S Wholsale Grocers, Inc. Worcester, MA
Shaws	10	17.0	Own, Worcester, MA
Victory	9	10.0	Wetterau, Inc., Leominster, MA
Stop & Shop	4	8.0	Own, North Quincy, MA
De Moulas/Market Basket	3	6.0	DeMoulas, Tewksbury, MA
INDEPENDENTS	27	33.0%	Various
OTHER GROCERY STORES	na	3.0%	
TOTAL	63+	100.0%	

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na not available
* In-house estimates.
Note: Above information kindly provided by WORCESTER TELEGRAM & GAZETTE.
According to this source, Worcester experienced no changes this past year.

MICHIGAN

ANN ARBOR - PMSA

Washtenaw County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES/SUPPLIERS:			
Kroger	6		Own, Livonia, MI
Farmer Jack	2		Own, Detroit, MI
Meijer	2		Own, Grand Rapids, MI
OTHER GROCERY STORES*	na		
TOTAL	10+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

BATTLE CREEK - MSA

Calhoun County	No. of Stores	% of Market Share	Principal Supplier
GROCERY STORES:			
Felpausch	5	63.0	Spartan, Grand Rapids, MI
Meijer	1	46.0	Own, Grand Rapids, MI
Jewel Foods	1	16.0	Own, Chicago, IL
OTHER GROCERY STORES	na		
TOTAL	7+	*	

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na not available
*Total does not equal 100% due to multiple answers.
Note: Above information kindly provided by the BATTLE CREEK ENQUIRER.

BENTON HARBOR-ST. JOSEPH - MSA

Berrien County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Meijer	1		Own, Grand Rapids, MI
Jewel	1		Own, Chicago, IL
VOLUNTARY &/OR CO-OP GROUPS:			
Harding's	11		Spartan, Grand Rapids, MI
Village Markets	5		Spartan, Grand Rapids, MI
LEADING INDEPENDENTS:			
D&W Foods	2		Spartan, Grand Rapids, MI
Eagle Super Markets	2		Scot Lad, Lansing, IL
Farmer Fridays	1		Certified Grocers, Chicago, IL
Hilltop Foods	2		Scot Lad, Lansing, IL
Lamonico's Foodtown	1		Viking, Muskegon, MI
Plumbs	1		Spartan, Grand Rapids, MI
Schneck's Foods	1		Spartan, Grand Rapids, MI
Schrader's Supermarkets	3		Viking, Muskegon, MI
Vineland Foodland	1		Viking, Muskegon, MI
OTHER GROCERY STORES	na		
TOTAL	32+		

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na not available

* Share of Market Data is unobtainable.

Note: Above information covers both Benton Harbor and Saint Joseph; official MSA definition refers to only Benton Harbor.

FLINT - MSA

Genesee County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES/SUPPLIERS:		98.1%	
Hamady	21	25.9	Own, Flint, MI
Spartan	13	24.0	Own, Grand Rapids, MI
Kessel	6	17.3	Own, Flint, MI
Meijer	3	15.6	Own, Grand Rapids, MI
Associated Grocers	80	7.4	Own, Holt, MI
A&P	3	4.2	Own, Detroit, MI
IGA/Super Foods	5	3.7	Own, Bridgeport, MI
OTHER GROCERY STORES*	na	1.9%	
TOTAL	131+	100.0%	

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na not available

* Includes grocery stores and/or suppliers who were not reported on individually; includes convenience stores.

Note: According to our source, Flint has experienced no changes this past year.

GRAND RAPIDS - MSA

Kent and Ottawa Counties	No. of Stores*	% of Market Share	Principal Supplier
LEADING STORES/SUPPLIERS:		99.6%	
Spartan	52	62.5	Own, Grand Rapids, MI
Meijers	10	29.9	Own, Grand Rapids, MI
Eberhards	8	5.7	Own, Grand Rapids, MI
Viking	3	1.5	Own, Muskegon, MI
OTHER GROCERY STORES*	na	0.4%	
TOTAL	73	100.0%	

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na not available
* In-house estiamtes.

JACKSON - MSA

Jackson County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS/SUPPLIERS:			
Meijers	2		Own, Grand Rapids, MI
IGA	3		Super Foods, Bridgeport, MI
Kroger	2		Own, Livonia, MI
Polly's	4		Own, Livonia, MI
Jewel	1		Own, Chicago, IL
OTHER GROCERY STORES	na		
TOTAL	12+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

KALAMAZOO - MSA

Kalamazoo County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING CHAINS:			
Family Foods	4		na
Harding's	38		na
IGA	2		na
Jewel Food	3		Own, Chicago, IL
Meijer's	3		Own, Grand Rapids, MI
Spartan	8		Own, Grand Rapids, MI
Viking	1		na
OTHER GROCERY STORES	na		
TOTAL	59+		

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na not available
* In-house estiamtes.
**Share of Market Data is unobtainable.

LANSING-EAST LANSING - MSA

Clinton, Eaton and Ingham Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Goff	4		Spartan, Grand Rapids, MI
Kroger	5		Foodland, Livonia, MI
Meijer's Thrifty Acres	4		Own, Grand Rapids, MI
Quality Dairy (C)	31		Own, Lansing, MI
Schmidt	6		Capistar, Inc., Holt, MI
Shop-Rite	11		Spartan, Grand Rapids, MI
Thriftway	4		Capitstar, Inc., Holt, MI
OTHER GROCERY STORES	na		
TOTAL	67+		

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na not available
(C) Convenience Stores
*Share of Market Data is unobtainable.

Note: Above information kindly provided by the LANSING STAR JOURNAL.

MUSKEGON - MSA

Muskegon County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		53.3%	
Meijer	3	19.5	Own, Grand Rapids, MI
Eberhard's	1	14.5	Scot Lad Foods, Chicago, IL
Thriftway	11	10.3	Viking, Muskegon, MI
D&W Food Stores	2	9.0	Spartan Stores, Grand Rapids, MI
VOLUNTARY &/OR CO-OP GROUPS:		2.5%	
IGA	2	2.5	Carpenter Cook Co., Menominee, MI
LEADING INDEPENDENTS:		34.2%	
Plumbs	7	17.7	Spartan Stores, Grand Rapids, MI
Thrif-T	5	12.0	Viking, Muskegon, MI
Orchard Foods	1	2.5	Viking, Muskegon, MI
Punches Foods	1	2.0	Viking, Muskegon, MI
LEADING CONVENIENCE STORE CHAINS:		2.0%	
Convenient Food Mart	4	1.0	na
7-Eleven	4	1.0	na
OTHER GROCERY STORES	na	8.0%	
TOTAL	41+	100.0%	

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na not available

SAGINAW-BAY CITY-MIDLAND - MSA

SAGINAW

Bay, Midland and Saginaw Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		91.2%	
Giant	8	26.8	Bay City Milling, Bay City, MI
Meijers	2	21.2	Own, Grand Rapids, MI
Kessel	3	17.9	Own, Flint, MI
A&P	2	9.0	Own, Detroit, MI
Spartan	3	7.0	Own, Grand Rapids, MI
IGA/Super Foods	3	5.4	Super Food Service, Bridgeport, MI
Bay City Milling	5	3.9	Own, Bay City, MI
OTHER GROCERY STORES*	na	8.8%	
TOTAL	26+	100.0%	

BAY CITY

LEADING STORES:		92.0%	
Bay City Milling	28	24.4	Own, Bay City, MI
Meijer	1	18.5	Own, Grand Rapids, MI
Giant	4	17.9	Bay City Milling, Bay City, MI
IGA/Super Foods	3	10.6	Super Food, Bridgeport, MI
Kroger	1	7.4	Own, Livonia, MI
A&P	1	7.2	Own, Detroit, MI
Spartan	1	6.0	Own, Grand Rapids, MI
OTHER GROCERY STORES*	na	8.0%	
TOTAL	39+	100.0%	

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na not available

* Includes grocery stores and/or suppliers who were not reported on individually; includes convenience stores.

Note: Avove information kindly provided by THE SAGINAW NEWS. According to this source, Saginaw has experienced no changes since last year.

MINNESOTA

DULUTH (MN-WI) - MSA

St. Louis County MN and Douglas County, WI	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
IGA	4		Gateway Foods, Duluth, MN
Red Owl	2		Own, Hopkins, MN
Super "1"	5		Miner's, Inc., Duluth, MN
Super Valu	5		Own, Eden Prairie, MN
OTHER GROCERY STORES	na		
TOTAL	16+		

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na not available

* Share of Market Data is unobtainable.

Note: According to our source, Duluth has experienced no changes since last year.

ROCHESTER - MSA

Olmsted County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Barlow Foods	1		na
Cubs Foods	1		Own, Stillwater, MN
Hy-Vee	2		Own, Chariton, IA
Mr. P's	3		Gateway Foods, Duluth, MN
Econo	1		Nash Finch, St. Louis Park, MN
OTHER GROCERY STORES	na		
TOTAL	8+		

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na not available

* Share of Market Data is unobtainable.

ST. CLOUD - MSA

Benton, Sherburne and Stearns Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Byerly's	1		Own, Eding, MN
Coborn's	6		Own, St. Cloud, MN
Red Owl	1		Own, Hopkins, MN
7-Eleven (C)	2		Own, Rolling Meadow, IL
Super Valu	1		Own, Hopkins, MN
Tom Thumb	9		Gateway Foods, Minneapolis, MN
Warehouse Market	1		Nash Finch, Minneapolis, MN
Cub Foods	1		Own, St. Cloud, MN
OTHER GROCERY STORES	na		
TOTAL	21+		

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na not available
(C) Convenience Stores
* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE SAINT CLOUD TIMES.

MISSISSIPPI

BILOXI-GULFPORT - MSA

Hancock and Harrison Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:		97.0%	
Delchamps	9	25.0	Own, Mobile, AL
Kroger	4	20.0	Own, Memphis, TN
Winn Dixie	6	18.0	Own, New Orleans, LA
Sav-A-Center	5	10.0	Own, New Orleans, LA
Commissary (Kessler)	1	7.0	Buy Direct
Jitney Jungle	2	5.0	McCurty-Holman, Jackson, MS
Sack & Save	1	5.0	na
Piggly Wiggly	2	3.0	Malone & Hyde, Tupelo, MS
National	1	2.0	Own, New Orleans, LA
Jerry Lee's	na	1.0	na
Wayne Lee's	na	1.0	na
OTHER GROCERY STORES	na	3.0%	
TOTAL	31+	100.0%	

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na not available
Note: Above information kindly provided by THE SUN HEARALD.

JACKSON - MSA

Hinds, Madison and Rankin Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:		92.3%	
Jitney Jungle	14	36.0	Own, Jackson, MS
Kroger	7	24.0	Own, Memphis, TN
Sack 'N Save	4	20.0	Jitney Jungle, Jackson, MS
Sunflower	9	12.0	Lewis Grocer, Indianola, MS
County Market	2	0.1	Lewis Grocer, Indianola, MS
Piggly Wiggly	1	0.1	na
New Deal	2	0.1	Lewis Grocer, Indianola, MS
Star Super	1	*	Lewis Grocer, Indianola, MS
OTHER GROCERY STORES	na	7.7%	
TOTAL	40+		

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na not available

* Included in "Other Grocery Stores" percents.

PASCAGOULA - MSA

Jackson and George Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
D & G Supermarket	1		Lewis Bear, Pensacola, FL
Delchamps	5		Own, Mobile, AL
Food World	1		Own, Birmingham, AL
Greer's	2		na
Jerry Lee's	2		Independent
Kroger	1		Own, Memphis, TN
Moss Point Real Value	1		Lewis Bear, Pensacola, FL
Piggly Wiggly	2		Malone & Hyde, Tupelo, MS
Wayne Lee's	2		Independent
OTHER GROCERY STORES	na		
TOTAL	20		

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na not available

* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE MISSISSIPPI PRESS.

MISSOURI

COLUMBIA - MSA

Boone County

	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
AF Super			Affiliated Foods, Inc., St. Joseph, MO
Eastgate IGA	1		Wetterau, Kansas City, MO
Food Barn	1		Food Barn, Kansas City, MO
Gerbes	2		Assoc. Grocers, Springfield, MO
Nowell's	3		Fleming Co., North Kansas City, KS
Price Chopper	1		Asso. Wholesale, Kansas City, KS
Schnucks	1		Own, Briggston, MO
Temple Stephen's	1		Assoc. Grocers, Springfield, MO
OTHER GROCERY STORES	na		
TOTAL	11+		

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na not available *Share of Market Data is unobtainable.

Note: Above information kindly provided by the Columbia Tribune Publishing Company and another anonymous source.

JOPLIN - MSA

Jasper and Newton Counties

	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Cadwell's	2		Own, Joplin, MO
Consumer	6		Own, Springfield, MO
Dillon's	6		Own, Springfield, MO
IGA	2		Fleming Foods, Joplin, MO
Smitty's	1		Own, Springfield, MO
OTHER GROCERY STORES	na		
TOTAL	17+		

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na not available *Share of Market Data is unobtainable.

ST. JOSEPH - MSA

Buchanan County

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		68.0%	
Food For Less	2	27.0	Own, Kansas City, MO
Green Hills	4	20.0	The Fleming Co., Kansas City, MO
Food Barn	2	16.0	Own, Kansas City, MO
Misc. Convenience Stores	10	5.0	Own, Kansas City, MO
VOLUNTARY &/OR CO-OP GROUPS:		31.0%	
Affiliated Foods	34	30.0	Own, St. Joseph, MO
Aldi, Inc.	1	2.0	Own, Burlington, IA
OTHER GROCERY STORES	na	1.0%	
TOTAL	53+	100.0%	

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na not available

SPRINGFIELD - MSA

Christian and Greene Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Consumers	10		Own, Springfield, MO
Dillons	3		Assoc. Wholesale Grocers, Springfield, MO
Rameys	5		Assoc. Wholesale Grocers, Springfield, MO
Smitty's	2		Affiliated, Van Buren, AR
So-Lo	8		Assoc. Wholesale Grocers, Springfield, MO
OTHER GROCERY STORES	na		
TOTAL	28+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

MONTANA

BILLINGS - MSA

Yellowstone County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Albertson's	2		Own, Aurora, CA
Buttrey's	5		Skaggs Alpha Beta, Salt Lake City, UT
IGA	7		Ryan's Wholesale, Billings, MT
K mart	2		na
Supervalue	2		na
INDEPENDENTS	12		Various
OTHER GROCERY STORES	na		
TOTAL	30+		

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na not available
*Share of Market Data is unobtainable.

GREAT FALLS - MSA

Cascade County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Albertson's	1		Own, Salt Lake City, UT
Buttrey	2		Skaggs Alpha Beta, Salt Lake City, UT
Circle K (C)	8		Circle K Stores, Boise, ID
IGA	3		Ryan's Wholesale, Billings, MT
Kwik Pik (C)	1		na
Mini-Mart (C)	5		na
Ryan Merchantile	1		Own, Billings, MT
Super America	2		Ryan's Wholesale, Billings, MT
OTHER GROCERY STORES			
Nobel's IGA	1		
TOTAL	24+		

na not available
(C) Convenience Stores
* Share of Market Data is unobtainable.

NEBRASKA

LINCOLN - MSA

Lancaster County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Econo Foods	1		Nash Finch Co., Lincoln, NE
Food Bonanza	1		Nash Finch Co., Lincoln, NE
Food 4 Less	3		Habes, Laurens, IA
Hinky Dinky	3		Nash Finch Co., Lincoln, NE
Hy-Vee	4		Own, Cherokee, IA
IGA	6		Fleming Co., Inc., Lincoln, NE
Save Mart	1		Nash Finch Co., Lincoln, NE
Super Saver	2		Fleming Co., Inc., Lincoln, NE
OTHER GROCERY STORES	na		
TOTAL	21+		

na not available
* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE LINCOLN JOURNAL STAR.
According to this source, Lincoln has experienced no changes since last year.

OMAHA (NE-IA) - MSA

Douglas, Sarpy and Washington Counties, NE; Pottawattamie County, IA	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:		62.1%	
Baker's	10	31.2	United AG, Omaha, NE
Hy-Vee	10	19.2	Own, Chariton, IA
Albertson's	5	9.3	Own, Denver, CO
Hinky Dinky**	3	2.4	Nash Finch, Lincoln, NE
VOLUNTARY &/OR CO-OP GROUPS:		2.0%	
Super Valu	2	1.2	Own, Des Moines, IA
Foodway Stores, Inc.**	4	0.8	United AG, Omaha, NE
LEADING INDEPENDENTS:		4.0%	
A.F. Base Commissary	1	4.0	United AG, Omaha, NE
WAREHOUSE/BOX STORES:		27.6%	
Food-4-Less	6	8.8	Hakes, Div. of Schrivner, Laurens, IA
Bag 'N Save**	4	8.0	United AG, Omaha, NE
No Frills Supermarket	5	7.1	United AG, Omaha, NE
Cub Foods	1	3.7	Super Valu, Des Moines, IA
OTHER GROCERY STORES	165	4.3%	
TOTAL	216	100.0%	

Source: Consumer Preference Study, 1989, (C) 1989 by "The Omaha World-Herald".

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* Market shares percentages based on the following question: "At what store has your household spent the most for groceries?"

**Foodway Stores include Louis Market, Bedford Market, and 2 Phil's Foodway stores.

NEVADA

LAS VEGAS - MSA

Clark County	No. of Stores	% of Customer Preference*	Principal Supplier
LEADING CHAINS:		78.0%	
Lucky	22	26.0	A.H. Lewis, Las Vegas, NV
Von's	13	25.0	Own, El Monte, CA
Smiths Food King	11	27.0	Certified Grocers, Los Angeles, CA
Albertson's	15	13.0	Certified Grocers, Los Angeles, CA
Food 4 Less	2	5.0	Fleming Foods, Salt Lake City, UT
OTHER GROCERY STORES	na	4.0%	
TOTAL	63+	100.0%	

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na not available

* Percents based on the following question: "At which grocery store do you do your primary grocery shopping?"

Note: Above information kindly provided by THE LAS VEGAS REVIEW-JOURNAL.

RENO - MSA

Washoe County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		94.3%	
Raley's	7	34.1	United Grocers, Sacramento, CA
7-Eleven (C)	19	17.7	A.M. Lewis, Las Vegas, NV
Warehouse Markets	12	16.6	Bavarian Wholesale Grocery Co., Sparks, NV
Albertson's	6	14.5	Own, Salt Lake City, Utah
Sak 'N Save	2	7.5	Bavarian Wholesale Grocers, Sparks, NV
Safeway	2	4.4	Own, Freemont, CA
Smith's Food King	3	*	na
The Market	1	*	na
OTHER GROCERY STORES	na	5.2%	
TOTAL	52+	100.0%	

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na not available

* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by THE RENO GAZETTE-JOURNAL.

NEW HAMPSHIRE

MANCHESTER - MSA

Parts of Hillsborough, Merrimack and Rockingham Counties	No. of Stores	% of Market Share	Principal Supplier
CHAIN SUPERMARKETS:		97.0%	
Alexander's	7	37.5	Own, Dracut, MA
DeMoulas	4	21.0	Own, Tewksbury, MA
Purity/Heartland	2	13.2	Own, N. Billerica, MA
Shaw's	3	11.6	Own, Portland, ME
Vista Food	3	10.9	Own, Cambridge, MA
A&P	2	2.8	Own, Boston, MA
INDEPENDENT SUPERMARKETS:			
Sully's	2	6.5	Asso. Grocers, Manchester, NH
P & C	1	.7	na
Hi Go Markets	1	ng	Asso. Grocers, Manchester, NH
TOTAL	25+	100.2%*	

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na not available   ng negligible
* Not equal to 100.0% due to rounding.
Note: Above information kindly providd by Union Leader Corporation.

NASHUA - PMSA

Parts of Hillsborough and Rockingham Counties, NH	No. of Stores*	% of Market Share	Principal Supplier
GROCERY STORES:			
Alexander's	3		Own, Lowell, MA
DeMoulas	4		Own, Tewksbury, MA
Purity Supreme	1		Own, North Billerica, MA
Shaw's	3		Own, Portland, ME
Soucy's Markets	1		na
OTHER GROCERY STORES	na		
TOTAL	12+		

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na not available
* Share of Market Data is unobtainable.
Note: Above information kindly provided by THE NASHUA TELEGRAPH.

PORTSMOUTH-DOVER-ROCHESTER (NH-ME) - MSA

PORTSMOUTH

Parts of Rockingham and Strafford Counties, NH York County (part) ME	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
A&P	1		C&S Distributors, Brattleboro, VI
DeMoulas	1		Own, Tewksbury, MA
IGA	3		Own, Wetterau, Portland, ME
Shaw's	2		Own, E. Bridgewater, MA
Shop 'N Save/Pic 'N Pay	1		Own, Portland, ME
OTHER GROCERY STORES:			
Richardson's Market	1		Own, Portsmouth, NH
TOTAL	9+		

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na not available
* Share of Market Data is unobtainable.

DOVER

GROCERY STORES:		*	
DeMoulas	1		Own, Tewksbury, MA
Prescott Farms	1		na
Shaw's	1		Own, E. Bridgewater, MA
Shop 'N Save	1		Own, Portland, ME
OTHER GROCERY STORES	na		
TOTAL	4+		

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na not available
* Share of Market Data is unobtainable.

ROCHESTER

GROCERY STORES:			
Star Market	1		Own, Cambridge, MA
Shop 'N Save	1		Own, Portland, ME
Purity Supreme	1		Own, Rochester, NH
OTHER GROCERY STORES	na		
TOTAL	3+		

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* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE PORTSMOUTH HERALD.

NEW JERSEY

ATLANTIC CITY - MSA

Atlantic and Cape May Counties	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES:			
Shoprite	4		Wakefern Food, Elizabeth, NJ
A&P/Superfresh	9		Own, Florence & Edison, NJ
Acme	10		Own, Philadelphia, PA
Pathmark	1		Own, Philadelphia, PA
Thriftway	4		Fleming Foods, Oaks, PA
OTHER GROCERY STORES	na		
TOTAL	28+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

JERSEY CITY - PMSA

Hudson County	No. of Stores*	% of Market Share(e)*	Principal Supplier
LEADING STORES:		89.3%	
Shop Rite	5	29.8	Wakefern, North Bergen, NJ
Pathmark	4	29.0	Supermarkets General, Woodbridge, NJ
Food Town	5	10.7	Twin County Grocers, Inc., Edison, NJ
A&P	5	7.1	Own, Montvale, NJ
Met Foods	3	5.2	Own, Farmingdale, NY
Acme	2	4.0	American Stores Co., Whippany, NJ
Grand Union	2	3.3	Own, Elmwood Park, NJ
OTHER	10	10.7%	Various
TOTAL	36+	100.0%	

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na not available
* In-house estimates.

TRENTON - PMSA

Mercer County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	2		Own, Montvale, NJ
Acme	8		American Superstores, Wilmington, DE
Pathmark	1		Supermarkets General, Woodbridge, NJ
Shop 'N Bag	5		Frankford-Quaker, Philadelphia, PA
Shop Rite	5		Wakefern, North Bergen, NJ
Super Fresh	3		Own, Florence, NJ
Thriftway	7		Fleming, Oaks, PA
OTHER GROCERY STORES	na		
TOTAL	31+		

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na not available * In-house estimates.
**Share of Market Data is unobtainable.

VINELAND - MILLVILLE - BRIDGETON - PMSA

Cumberland County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Acme	3		Own, Philadelphia, PA
Chiar's	2		na
Eatmor	1		na
Fishers Market	2		na
IGA	3		Wetterau, Temple, PA
Mainstreet Market	1		na
Pathmark	1		Supermarkets General, Woodbridge, NJ
Shop 'N Bag	3		Frankford-Quaker, Philadelphia, PA
Shoprite	2		Wakefern, North Bergen, NJ
Thriftway	4		Fleming, Oaks, PA
OTHER GROCERY STORES	na		
TOTAL	22+		

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na not available
* Share of Market Data is unobtainable.
Note: Above Vineland information kindly provided by THE DAILY JOURNAL. According to this source, Vineland has experienced no changes since last year.
Above Bridgeton and Millville information kinly provided by the BRIDGETON EVENING NEWS/MILLVILLE NEWS.

NEW MEXICO

ALBUQUERQUE - MSA

Bernalillo County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Smith's	7		Tri-State, El Paso, TX
Skagg's Alpha Beta	5		Super Valu, Albuquerque, NM
Albertson's	5		Own, Denver, CO
Bag N' Save	4		Furr's, Lubbock, TX
Furr's Emporium	3		Furr's, Lubbock, TX
Furr's	11		Own, Lubbock, TX
CONVENIENCE STORES:			
Circle K	57		Affiliated Foods, Amarillo, TX
Allsups	17		McLane Western, Denver, CO
7-Eleven	22		McLane Western, Temple, TX
OTHER GROCERY STORES	na		
TOTAL	131+		

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na not available
* Share of Market Data is unobtainable.

LAS CRUCES - MSA

Dona Ana County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		87.0%	
Albertson's	1	16.0	Own, Denver, CO
Furr's	3	12.0	Own, Lubbock, TX
Skagg's Alpha Beta	1	10.0	Super Valu, Albuquerque, NM
Smith's Food King	1	9.0	Tri-State, El Paso, TX
OTHER GROCERY STORES	na	13.0%	
TOTAL	6+	100.0%	

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na not available

Note: According to our source, Las Cruces has experienced no changes since last year.

SANTA FE - MSA

Los Alamos and Santa Fe Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Save 'N Gain*	1		Furr's, Lubbock, TX
Furrs	1		Own, Lubbock, TX
Skaggs Alpha Beta	1		Super Valu, Albuquerque, NM
Albertson's	2		Own, Denver, CO
Smith's Food King	4		Tri-State, Albuquerque, NM
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available

* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE NEW MEXICAN.

NEW YORK

BINGHAMTON - MSA

Broome & Tioga Counties

	No. of Stores	% of Market Share	Principal Supplier
GROCERY STORES:		86.0%	
Giant	12	36.0	Akel Warehouse, Johnson City, NY
Great American	10	28.0	Own, Norwich, NY
Grand Union	6	16.0	Own, Waterford, NY
Price Choppers	1	4.0	Own, Schenectady, NY
P&C	1	2.0	Own, Syracuse, NY
Wegman's Food Markets*	1	*	Own, Rochester, NY
OTHER GROCERY STORES	na	14.0%	
TOTAL	31+	100.0%	

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na not available

* Opening is scheduled for August, 1990.

BUFFALO - PMSA

Erie County

	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Bells	22		Peter J. Schmitt, West Seneca, NY
Super Duper	20		Scrivner/Flickinger, Buffalo, NY
Tops	27		Scrivner/Flickinger, Buffalo, NY
Wegmans	5		Own, Rochester, NY
LEADING CONVENIENCE STORES:			
Convenient Food Mart	33		Buffalo, NY**
Cumberland Farms	13		Canton, MA**
7-Eleven	17		Bedford Hills, NY**
Wilson Farms	38		Tops Market Inc., Buffalo, NY
OTHER GROCERY STORES	na		
TOTAL	116+	100.0%	

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na not available

* Share of Market Data is unobtainable.

**These are buying office locations.

Note: Above information kindly provided by THE BUFFALO NEWS.

ELMIRA - MSA

Chemung County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Acme	1		Own, Syracuse, NY
Great American	2		Victory, Norwich, NY
P&C	2		Own, Syracuse, NY
Super Duper	2		S.M. Flickinger, Elmira Hgts., NY
Tops	2		Own, Buffalo, NY
Weis	1		Own, Sunbury, PA
OTHER GROCERY STORES	na		
TOTAL	10+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

GLENS FALLS - MSA

Warren & Washington Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Barbers Market	1		BI-LO, Albany, NY
Grand Union	6		Own, Waterford, NY
Lewis Super Market	1		P & C Cross, White River Junction, VT
Price Chopper	3		Own, Schenectady, NY
Shoprite	1		Own, Florida, NY
Shop 'N Save	1		Own, Portland, ME
Sokol's Market	1		na
OTHER GROCERY STORES	na		
TOTAL	14+		

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na not available
* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE GLENS FALLS POST-STAR.

JAMESTOWN-DUNKIRK - MSA

Chautauqua County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Bells Market	2		Peter J. Schmitt Co., Buffalo, NY
Convenient Food Stores (C)	2		Own, Buffalo, NY
Country Fair (C)	4		Own, Buffalo, NY
Fresh Mart (C)	1		Peter J. Schmitt Co., Buffalo, NY
Quality Markets	2		Penn Traffic Co., Jamestown, NY
Super Duper	2		S.M. Flickinger, Buffalo, NY
Tops	2		Niagara Frontier Services, Buffalo, NY
	1		
OTHER GROCERY STORES	na		
TOTAL	14+		

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na not available
* Share of Market Data is unobtainable.
Note: Above information kindly provided by THE DUNKIRK EVENING OBSERVER.

NIAGARA FALLS - PMSA

Niagara County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		60.0%	
Tops Markets	5	60.0	Niagara Frontier Services, Buffalo, NY
LEADING CONVENIENCE STORES:		20.0%	
B-Kwik	2	10.0	Niagara Frontier Services, Buffalo, NY
Wilson Farms	7	9.0	Niagara Frontier Services, Buffalo, NY
7-Eleven	2	1.0	The Southland Corporation, Bedford Hills, NY
VOLUNTARY &/OR CO-OP GROUPS:		19.0%	
Super Duper-Pine Plaza	1	19.0	Flickinger Corp., Buffalo, NY
Bells	1	*	Peter J. Schmitt, Buffalo, NY
Super Duper-City Market	1	*	Flickinger Corp., Buffalo, NY
LEADING INDEPENDENTS:		*	
Slipko Bros.	1	*	Flickinger Corp., Buffalo, NY
OTHER GROCERY STORES	14	1.0%	
TOTAL	34	100.0%	

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* Included in "Other Grocery Stores" percent.
Note: Above information kindly provided by THE NIAGARA GAZETTE.

ORANGE COUNTY - PMSA

Orange County	No. of Stores	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	3/2*		Own, Montvale, NJ
Convenient Food Store (C)	1		Own, Ballston Lake, NY
CR Friendly's (C)	1		Own, Richland, PA
Grand Union	13/8		Own, Elmwood Park, NJ
Great American	3		Own, Norwich, NY
IGA	4		S.M. Flickinger, Buffalo, NY and Buzzuto's, Fairfield, CT*
Shoprite	12/7		Big V Inc., Florida, NY
Turkey Hill Minute Market (C)	2		Own, Lancaster, PA
24-Hour Store (C)	1		Own, Waltham, MA
Waldbaum's	3		Own, Central Islip, NY
Weis	2		Own, Sunbury, PA
OTHER GROCERY STORES	4*		
Thruway Market	3		
Lloyd's Supermarket			
TOTAL	45+/36*		

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na not available
(C) Convenience store
* Figures for Middletown market only.
**Share of Market Data is unobtainable.
Note: Middletown information kindly provided by THE TIMES HERALD-RECORD. Other information kindly provided by THE EVENING NEWS-THOMSON NEWSPAPER and a source which prefers to remain anonymous. According to these sources, Newburgh and Port Jervis have experienced no changes since last year.

POUGHKEEPSIE - MSA

Dutchess County	No. of Stores*	% of Market Share**	Princpal Supplier
LEADING STORES:			
A&P	4		C&S Wholesale, Brattleboro, VT
Edwards	1		First National, Windsor Locks, CT
Grand Union	15		Own, Waterford, NY
IGA	2		S.M. Flickinger, Elmira Hights, NY
Shop Rite	4		Wakefern, Florida, NY
Stop & Shop	1		na
Waldbaum's	1		na
OTHER GROCERY STORES	na		
TOTAL	28+		

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* In-house estimates.
**Share of Market Data is unobtainable.

SYRACUSE - MSA

Madison, Onondaga and Oswego Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		60.0%	
P&C	18	25.0	Own, Syracuse, NY
Wegman's	7	17.0	Own, Rochester, NY
Price Chopper	8	14.0	Golub Corp., Schenectady, NY
Tops	2	2.0	Niagara Frontier Services, Buffalo, NY
Victory/Great American	4	2.0	Victory, Norwich, NY
INDEPENDENTS	44	39.0%	Various
OTHER GROCERY STORES	na	1.0%	
TOTAL	83+	100.0%	

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na not available

UTICA - ROME - MSA

UTICA

Herkimer and Oneida Counties	No. of Stores*	% of Market Share**	
GROCERY STORES:			
Chanatry	2		na
Foodland	10		na
Grand Union	2		Own, Waterford, NY
Great American Stores	6		Victory, Norwich, NY
Hapanowicz Bros.	1		na
P&C	2		Own, Syracuse, NY
Price Chopper	3		Own, Schenectady, NY
OTHER GROCERY STORES	na		
TOTAL	26+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

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ROME

ALL CHAINS SUPERMARKETS:		65.0%	
Price Chopper	1	30.0	Own, Schenectady, NY
P&C	2	20.0	Own, Syracuse, NY
Great American	3	15.0	Own, Norwich, NY
ALL INDEPENDENT SUPERMARKETS:		2.0%	
Adolfi's	1	2.0	Scheidelman, Inc., Utica, NY
ALL VOLUNTARY &/OR CO-OP GROUPS:		10.0%	
Gilette's	1	8.0	na
Butcher Block	1	2.0	na
ALL OTHER GROCERY STORES	17	23.0%	
TOTAL	26	100.0%	

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na not available

Note: According to our source, Rome has experienced no changes since last year.

NORTH CAROLINA

ASHEVILLE - MSA

Area Covered: 16 County-Western North Carolina	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
BI-LO	9		Own, Greenville, SC
Food Lion	6		Own, Salisbury, NC
Harris Teeter	1		Own, Charlotte, NC
Ingles	39		Own, Asheville, NC
Winn Dixie	9		Own, Greenville, SC
OTHER GROCERY STORES	na		
TOTAL	64+		

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na not available
* Share of Market Data is unobtainable.

BURLINGTON - MSA

Almance County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES:			
Byrds	4		Quin Wholesale, Warsaw, NC
Food Lion	1		Own, Salisbury, NC
Harris Teeter	1		Own, Charlotte, NC
Winn Dixie	2		Own, Charlotte, NC
OTHER GROCERY STORES	na		
TOTAL	8+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

FAYETTEVILLE - MSA

Cumberland County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		69.3%	
Winn Dixie	6	20.6	Own, Raleigh, NC
Food Lion	12	18.5	Own, Salisbury, NC
Kroger Sav-On	3	12.1	Own, Charlotte, NC
Harris-Teeter	3	11.1	Own, Charlotte, NC
Sav-A-Center	2	7.0	Own, Charlotte, NC
OTHER GROCERY STORES:		30.7%	
Economy Food Center	2		
Express Stop	3		
IGA	4	30.7	Various
Knight Brothers Food Mart	6		
O'Henry's Food Stores	3		
Quick Stop Stores	43		
Scotchman Stores	7		
Short Stop Stores	15		
Strickland's Grocery	5		
The Pantry	21		
V-Point Supermarket	2		
TOTAL	137	100.0%	

Note: Above information kindly provided by The Fayetteville Publishing Company.

GREENSBORO-WINSTON/SALEM-HIGH POINT - MSA

Davidson, Davie, Forsyth, Guilford, Randolph, Stokes and Yodkin Counties

GREENSBORO

LEADING STORES:		94.0%	
Food Lion	14	40.8	Own, Salisbury, NC
Harris Teeter	9	24.1	Own, High Point, NC
Kroger	3	16.3	Own, Roanoke, VA
Winn Dixie	6	12.8	Own, Charlotte, NC
Fresh Market	3	*	Merchants Distributors Inc., Greensboro, NC
Food Rite	2	*	Central Carolina Grocers, High Point, NC
Best Way	1	*	Central Carolina Grocers, High Point, NC
Bi-Rite	1	*	Central Carolina Grocers, High Point, NC
OTHER GROCERY STORES	na	6.0%	
TOTAL	39+	100.0%	

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na not available

* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by THE GREENSBORO NEWS & RECORD.

WINSTON-SALEM

LEADING CHAINS:		90.0%	
Food Lion	14	28.0	Own, Salisbury, NC
Food Fair	9	25.0	J.G. Messick & Sons, Inc. Winston-Salem, NC
Kroger	5	13.0	Own, Charlotte, NC
Winn Dixie	4	9.0*	Own, Charlotte, NC
Lowe's Foods	5	8.0	MDI, Hickory, NC
Harris-Teeter	4	7.0	Own, Charlotte, NC
VOLUNTARY &/OR CO-OP GROUPS:		2.0%	
Joe's Fine Foods/Galaxie	2	2.0	MDI, Hickory, NC
LEADING INDEPENDENTS		6.0%	
MT Tabor/Paragon/Grand Views	3	6.0	Central Carolina Grocers, Kernersville, NC
OTHER GROCERY STORES	2	2.0%	
TOTAL	48	100.0%	

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na not available

* Winn Dixie's percent based on a total of 5 stores. One store was closed after collection of data.

Note: Above information kindly provided by THE WINSTON-SALEM JOURNAL. According to this source, Winston-Salem has experienced no changes since last year.

GREENSBORO-WINSTON/SALEM-HIGH POINT - MSA (continued)

Davidson, Davie, Forsyth, Guilford, Randolph, Stokes and Yodkin Counties

HIGH POINT

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:			
Food Lion	5	na	na
Harris Teeter	2	na	na
Kroger	1	na	na
Lowes Food	2	na	na
Winn Dixie	2	na	na
LEADING INDEPENDENTS			
Clover Leaf Supermarket	3	na	na
CONVENIENCE STORES			
Circle K	3	na	na
Fast Fare	1	na	na
Handy Pantry	5	na	na
Iloco Mart	6	na	na
OTHER GROCERY STORES	na		

na not available
* Share of Market Data is unobtainable.

HICKORY - MSA

Alexander, Burke, Catawba, Caldwell and Lincoln Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
BI-LO	1		Own, Greenville, SC
Food Lion	1		Own, Salisbury, NC
Harris Teeter	2		Own, Charlotte, NC
Kroger Sav-On	1		Own, Roanoke, VA
Winn Dixie	2		Own, Charlotte, NC
Galaxy	1		Merchant Dist., Inc., Hickory, NC
OTHER GROCERY STORES	na		
TOTAL	8+		

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na not available
* Share of Market Data is unobtainable.

JACKSONVILLE - MSA

Onslow County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Big Star	2		C.C.G., High Point, NC
Farm Fresh	1		na
Food Lion	4		Own, Salisbury, MA
IGA	5		Quin Wholesale, Warsaw, NC
Piggly Wiggly	2		Own, Kinston, NC
Pollard's	1		na
Winn Dixie	2		Own, Charlotte, NC
OTHER GROCERY STORES			
TOTAL	17+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

RALEIGH-DURHAM - MSA

Durham, Franklin, Orange and Wake Counties

RALEIGH

	No. of Stores*	% of Market Shares**	Principal Supplier
LEADING CHAINS:			
Farm Fresh	3		na
Food Lion	16		Own, Salisbury, NC
Harris-Teeter	12		Own, Charlotte, NC
Kroger	1		Own, Charlotte, NC
Piggly Wiggly	3		Own, Kinston, NC
Save-A-Center (A&P)	9		A&P, Charlotte, NC
Winn-Dixie	16		Own, Greenville, SC
OTHER GROCERY STORES	na		
TOTAL	60+		

na not available * In-house estiamtes. **Share of Market Data is unobtainable.

DURHAM

	No. of Stores	% of Market Shares	Principal Supplier
LEADING CHAINS:		91.5%	
Food Lion	10	30.0	Own, Salisbury, NC
Kroger	6	22.5	Own, Salem, VA
Harris-Teeter	6	15.0	Own, Charlotte, NC
Winn Dixie	5	14.0	Own, Raleigh, NC
A&P	5	7.0	Own, Charlotte, NC
Byrd's Food Center	8	2.5	Own, Burlington, NC
Piggly Wiggly	1	0.5	Own, Kinston, NC
Buy Quick Food Mart	7	*	na
Circle K	8	*	Own, College Park, GA
Fast Fare (C)	5	*	Own, Henderson, NC
Food Mart	3	*	Own, Durham, NC
Ken's Quickie Mart (C)	4	*	na
7-Eleven (C)	8	*	The Southland Corp., Raleigh, NC
The Pantry	2	*	Own, Atlanta, GA
Town & Country	5	*	Own, Durham, NC
LEADING INDEPENDENTS:		5.0%	
Fowler's Food Store	1	2.0	Own, Chapel Hill, NC
Wellspring Grocery	1	1.0	Own, Durham, NC
Fowler's of Durham	1	0.5	Own, Durham, NC
King's Red & White	1	0.5	Thos. & Howard, Durham, NC
OTHER GROCERY STORES	na	3.5%	
TOTAL	87+	100.0%	

na not available * Included in "Other Grocery Stores" percent.

WILMINGTON - MSA

New Hanover County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Food Lion	5		Own, Salisbury, NC
Harris-Teeter	3		Own, Charlotte, NC
Hills	8		Nash Finch, Lumberton, NC
Kroger Sav-On	1		Own, Atlanta, GA
Wilson's	5		Quinn Wholesale, Warsaw, NC
OTHER GROCERY STORES	na		
TOTAL	22+		

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na not available
* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE WILMINGTON STAR-NEWS.

NORTH DAKOTA

BISMARCK - MSA

Burleigh-Morton County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Super-Valu	4		Own, Bismarck, ND
Econo Foods	1		Nash-Finch, Fargo, ND
Holiday	1		Fairway Foods, Fargo, ND
OTHER GROCERY STORES	na		
TOTAL	6+		

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na not available
* Share of Market Data is unobtainable.

FARGO - MOORHEAD (ND-MN) - MSA

Cass County, ND Clay County, MN	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		92.5%	
Hornbacher's	3	40.0	Super Valu, Fargo, ND
Sun Mart	6	30.0	Nash Finch, Minot, ND
Cash Wise Foods	1	14.5	na
Festival Foods	1	8.0	Gateway, Minneapolis, MN
LEADING INDEPENDENTS:		8.0%	
Larson's Super Valu	1	4.5	Super Valu, Fargo, ND
Jim's Super Valu	1	3.0	Super Valu, Fargo, ND
LEADING CONVENIENCE STORES:		7.5%	
Food 'n' Fuel	7	4.5	na
Mini-Mart	4	3.0	Own, Casper, NY
7-Eleven	4	*	The Southland Corp., Chesterfield, MO
Stop 'n Go	12	*	na
TOTAL	40+	100.0%	

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na not available

* Percent of Market Share is negligible.

GRAND FORKS - MSA

Grand Forks County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Food Bonanza	1		Nash Finch, Fargo, ND
VOLUNTARY &/OR CO-OP GROUPS:			
Grand Forks Food Coop	1		Own, Grand Forks, ND
LEADING INDEPENDENTS:			
Hugo's	4		Nash Finch, Fargo, ND
Leevers	1		Super Valu, Fargo, ND
Wally's	1		Fairway, Fargo, ND
LEADING CONVENIENCE STORE CHAINS:			
Mini Mart	4		L.B. Hartz, Fargo, N.D.
Valley Dairy	10		Mini-Mart, Casper, WY
TOTAL	21+		

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* Share of Market Data is unobtainable.

Note: Information above covers Grand Forks County, ND, as well as East Grand Forks (City) MN.

OHIO

AKRON - PMSA

Portage and Summit Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Acme/Click	20	61.0	Fred W. Albrecht Grocery Co., Akron, OH
Giant Eagle	6	34.0	Giant Eagle, Co., Pittsburgh, PA
Twin Valu	1	18.0	Shopko, Green Bay, WI
Carls Super Store	4	15.0	Riser Foods, Cleveland, OH
Finast	2	14.0	First National, Cleveland, OH
INDEPENDENTS			Various
Apple's	3	18.0	Peter J. Schmidtt, North Jackson, OH
Sparkle	16	16.0	Peter J. Schmidtt, North Jackson, OH
IGA	5	12.0	Fleming Foods, Massillon, OH
Food 4 Less	1	10.0	Fleming Foods, Massillon, OH
OTHER GROCERY STORES	na	*	
TOTAL	58		

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na not available
* Percentages will not add up to 100% due to duplication.

Source: Urban & Associates, Inc. 1990 T.R.A.C. Study

CANTON - MSA

Carroll and Stark Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		39.5%	
Fisher Foods of Canton	6	20.0	Own, Canton, OH
Riser Foodarama	5	10.0	American Seaway Foods, Bedford Hgts., OH
Carl's Super Store	1	5.0	Riser Foods, Bedford Hghts., OH
Sparkle	3	4.0	Peter J. Schmidt, Mogadore, OH
CFM	1	0.5	Scot Lad Foods, Lima, OH
Acme/Click	2	*	Fred W. Albrecht Groc. Co., Akron, OH
Apples	3	*	Peter J. Schmidt, Mogadore, OH
Cardinal Foods	2	*	Own, Columbus, OH
Giant Eagle	2	*	Own, Pittsburgh, PA
VOLUNTARY &/OR CO-OP GROUPS:		47.0%	
IGA	28	40.0	Fleming Co., Massilon, OH
A/G	17	7.0	Own, Dennison, OH
Food 4 Less	1	*	na
LEADING INDEPENDENTS:		4.0%	
Bordner's	2	4.0	Fleming Co., Massilon, OH
Bowman's Harvest Market	1	*	na
Cross Roads Supermarket	1	*	na
Lemmon's Market	1	*	na
Parkland Foods	1	*	Peter J. Schmidt, Mogadore, OH
Smith's Harvest Market	1	*	na
Super Duper Market	1	*	na
LEADING CONVENIENCE STORES:			
Dairy Mart	6	*	Own, Cuyahoga Falls, OH
Fast & Friendly Mart	2	*	na
7-Eleven	2	*	Own, Brookpark, OH
Shell Oil Food Mart	3	*	na
Sohio "On The Way" Mart	15	*	na
Spee Dee Foods/Minit Mart	18	*	Own, Akron, OH
Speedway/Gastown	17	*	Northern Oil, Findlay, OH
SuperAmerica	2	*	Ashland Oil, Ashland, KY
OTHER GROCERY STORES	na	9.5%	
TOTAL	144+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.

Note: Above information kindly provided by "The Canton Repository".

DAYTON-SPRINGFIELD - MSA

DAYTON

Clark, Greene, Miami and Montgomery Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		65.0%	
Kroger	25	45.0	Own, Cincinnati, OH
Cub	3	8.0	Super Valu, Xenia, OH
Fulmer's	8	4.0	Super Valu, Xenia, OH
Stump's/Stump's U-Save	7	4.0	Malone & Hyde, Lexington, KY
Metro/Schears	8	4.0	Cardinal Foods, Columbus, OH
Kash 'N Karry	1	0.5	Seaway Foodtown, Toledo, OH
Marsh	1	0.2	Own, Yorktown, IN
VOLUNTARY &/OR CO-OP GROUPS:		15.0%	
IGA	16	5.0	Super Food, Dayton, OH
White Villa	75	4.0	Own, West Carrollton, OH
Cardinal	10	3.0	Own, Columbus, OH
Super Valu	9	3.0	Own, Xenia, OH
LEADING INDEPENDENTS:		11.0%	
Bob's Food Warehouse	1	3.0	Scot Lad, Lima, OH
Eavey's	2	3.0	Whiteville, Dayton, OH
Dorothy Lane Market	1	1.0	Super Valu, Xenia, OH
Lofino	2	1.0	Super Valu, Xenia, OH
Phil & Jim's	2	1.0	Scotland, Lima, OH
Warehouse Club	1	1.0	na
Woody's	1	1.0	White Villa, Dayton, OH
OTHER GROCERY STORES	368	9.0%	
TOTAL	541	100.0%	

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SPRINGFIELD

	*	*	
LEADING STORES:			
Big Bear	4		Own, Columbus, OH
Fulmer's	4		Super Valu, Springfield, OH
Kroger	3		Own, Cincinnati, OH
Meijers	1		na
Super Valu	3		Own, Dayton, OH
OTHER GROCERY STORES	na		
TOTAL	14+		

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na not available
* In-house estimates.

HAMILTON-MIDDLETOWN - PMSA

Butler County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Aldi's	2		Own, Chicago, IL
Eavey's	3		Cardinal Foods, Columbus, OH
IGA	6		Super Food Service, Cincinnati, OH
JR's	3		Cardinal Foods, Columbus, OH
Kroger	5		Own, Cincinnati, OH
Marsh	4		Own, Yorkstown, IN
Super Valu	3		Own, Xenia, OH
OTHER GROCERY STORES	na		
TOTAL	26+		

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na not available
* Share of Market Data is unobtainable.

LIMA - MSA

Allen and Auglaize Counties	No. of Stores*	% of Market Share**	Principal Supplier
LEADING CHAINS:			
Foodtown Kash 'n Karry	1		Scot Lad, Lima, OH
Ray's Supermarkets	5		na
VOLUNTARY &/OR CO-OP GROUPS:			
IGA	3		Super Food Service, Dayton, OH
LEADING INDEPENDENTS:			
Clyde Evans Markets	6		Food Marketing, Fort Wayne, IN
Clyde Evans County Markets	1		na
OTHER GROCERY STORES	19		
TOTAL	35+		

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na not available
* In-house estimates
**Share of Market Data is unobtainable.

LORAIN-ELYRIA - PMSA

Lorain County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Eagle	6		American Seaway, Bedford Hghts., OH
Finast	2		First National Supermarket, Cleveland, OH
Foodliner	1		na
Geyer's	2		Own, Lexington, OH
IGA	11		Fleming Corp., Massillon, OH
Rini/Rego	9		American Seaway, Bedford Hghts., OH
Sparkle	4		Peter J. Schmitt, Co., Mogadore, OH
CONVENIENCE STORES	20		
OTHER GROCERY STORES	na		
TOTAL	55+		

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na not available
* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE CHRONICLE TELEGRAM.

MANSFIELD - MSA

Richland County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Edwards	1		Pick 'N Pay, Maple Heights, OH
Hoodtown	1		Own, Toledo, OH
Geyers	1		na
Hawkins	2		Own, Wooster, OH
Kroger	3		Own, Cincinnati, OH
Neff's Cardinal Markets	2		Own, Columbus, OH
Super Dollar	4		na
TJ's	2		na
OTHER GROCERY STORES	na		
TOTAL	11+		

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na not available
* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE MANSFIELD NEWS JOURNAL.

STEUBENVILLE-WEIRTON (OH-WV) - MSA

Jefferson County, OH Brooke and Hancock Counties, WV	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Big Bear Plus	1		Own, Columbus, OH
Canella's	2		na
Convenient Foods (C)	4		Scot Lad Foods, Lima, OH
Convenience Market	1		Asso. Grocers, Dennison, OH
Dairy Mart (C)	2		Own, Cuyahoga Hgts., OH
Foodland	1		Wetterau, Belle Vernon, PA
IGA	2		Fleming Foods, Massilon, OH
Kroger	5		Own, Columbus, OH
Osso's	2		na
OTHER GROCERY STORES	na		
TOTAL	18+		

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na not available
(C) Convenience Stores
*Share of Market Data is unobtainable.

Note: Above information kindly provided by THE STEUBENVILLE HERALD-STAR.

TOLEDO - MSA

Fulton, Lucas and Wood Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		83.0%	
Food Town	56	38.0	Seaway Food Town, Maumee, OH
Kroger	14	30.0	Own, Westerville, OH
Cub	2	9.0	FMC, Fort Wayne, IN
Churchill	5	6.0	Spartan, Grand Rapids, MI
OTHER GROCERY STORES	na	17.0%	
TOTAL	77+	100.0%	

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na not available

YOUNGSTOWN-WARREN - MSA

Mahoning and Trumbull Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		66.0%	
Giant Eagle	15	24.0	Own, Pittsburgh, PA
Mahoning Sparkle Markets	13	17.0	P.J. Schmitt/Betsy Ross, Youngstown, OH
Foodland	8	14.0	Wetterau, Pittsburgh, PA
Valu King	9	9.0	Own, Pittsburgh, PA
Riverside	2	2.0	Penn Traffic Co., DuBois, PA
OTHER GROCERY STORES	na	34.0%	
TOTAL	47+	100.0%	

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na not available

Note: According to our source, Youngstown has experienced no changes this year.

OKLAHOMA

ENID - MSA

Garfield County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Boys Market	4		Scrivner Inc., Oklahoma City, OK
McCartney's	1		na
Skaggs	1		na
United	1		Hale-Halsell Co., Tulsa, OK
OTHER GROCERY STORES	na		
TOTAL	7+		

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na not available
* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE ENID NEWS & EAGLE. According to this source, Enid has experienced no changes this year.

LAWTON - MSA

Comanche County

	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Herbs	6		Scrivner Inc., Oklahoma City, OK
Safeway	4		Own, Oklahoma City, OK
OTHER GROCERY STORES	na		
TOTAL	10+		

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na not available * In-house estimates. **Share of Market Data is unobtainable.

OKLAHOMA CITY - MSA

Canadian, Cleveland, Logan, McClain, Oklahoma and Pottawatomie Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		40.0%	
Homeland (Safeway)	26	25.0	Own, Oklahoma City, OK
Skagg's Alpha Beta	7	11.0	Waples-Platter Co., Ft. Worth, TX
Super Thrift	5	4.0	Scrivner Inc., Oklahoma City, OK
Circle K (C)	72	*	na
7-Eleven (C)	99	*	na
VOLUNTARY &/OR COOP GROUPS:		14.0%	
IGA	24	12.0	Fleming Co., Oklahmoma City, OK
Rudy's/Best Yet	3	2.0	Scrivner, Inc., Oklahoma City, OK
LEADING INDEPENDENTS:		37.0%	
Buy for Less	6	8.0	Scrivner, Inc., OK City, OK
Pratt's	5	6.0	Scrivner, Inc., OK City, OK
Crest	2	4.0	Scrivner, Inc., OK City, OK
Food For Less	1	4.0	na
Brannon's	2	2.0	Fleming Co., OK City, OK
Snyders	3	2.0	Fleming Co., OK City, OK
Tinker Field Commissary	1	2.0	Buy Direct
Buchanan	4	2.0	Fleming Co., OK City, OK
Sam's Wholesale Club	4	1.0	Wal-Mart, Bentonville, AR
Grider Foods	2	1.0	Scrivner Inc., OK City, OK
Kennard's	1	1.0	Scrivner Inc., OK City, OK
United	1	1.0	na
Warehouse Market	1	1.0	na
Kamp's	1	1.0	Fleming Co., OK City, OK
Whittaker's	2	*	na
OTHER GROCERY STORES	na	9.0%	
TOTAL	272+	100.0%	

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na not available (C) Convenience Stores * Included in "Other Grocery Stores" percent.
Note: Above information kindly provided in by the Oklahoma Publishing Company.

TULSA - MSA

Creek, Osage, Rogers, Tulsa and Wagoner Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:		46.0%	
Skaggs Supercenter	6	18.0	Fleming Co., Inc., Oklahoma City, OK
Price Mart/Horners	4	9.0	Associated Wholesale Grocers, Springfield, MO
Warehouse/Family Markets	9	7.0	Affiliated Food Stores, Inc., Tulsa, OK
Sipes	3	4.0	Hale Halsell Co., Tulsa, OK
Bud's	5	2.0	Affiliated Food Stores, Inc., Tulsa, OK
Consumers IGA	2	2.0	Fleming Co., Inc., Oklahoma City, OK
Food World/Best Yet	3	2.0	Scrivners, Inc., Oklahoma City, OK
Reasor's	2	2.0	Scrivners, Inc., Tahlequah, OK
INDEPENDENTS	43	30.0%	Various
OTHER GROCERY STORES	na	24.0%	
TOTAL	77+	100.0%	

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na not available

OREGON

EUGENE-SPRINGFIELD - MSA

Lane County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	7		West Coast Grocery, Salem, OR
Drive-n-Save	2		na
Food Value	2		na
IGA	2		na
McKay's	5		na
Safeway	14		Own, Portland, OR
Thriftway	2		United Grocers, Portland, OR
United Grocers	2		Own, Portland, OR
Waremart	2		West Coast Grocery, Salem, OR
OTHER GROCERY STORES	na		
TOTAL	38		

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na not available *In-house estimates. **Share of Market Data is unobtainable.

Note: Above information covers only the Eugene market. Information on Springfield is unobtainable.

MEDFORD - MSA

Jackson County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	1		Own, Portland, OR
Foodland	2		na
John's Super Save	3		na
Safeway	2		Own, Clackamus, OR
Sentry	2		C&K Markets, Inc., Brookings, OR
OTHER GROCERY STORES	na		
TOTAL	10+		

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na not available * In-house estimates.
**Share of Market Data is unobtainable.

SALEM - MSA

Marion and Polk Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Albertson's	3		Own, Portland, OR
Food For Less	1		Fleming Foods, Portland, OR
Fred Meyer, Inc.	3		Own, Portland, OR
Safeway	9		Own, Portland, OR
Waremart	2		West Coast Grocery, Salem, OR
LEADING CONVENIENCE STORE CHAINS:			
Circle K Food Stores	20		McClane's, Kent, WA
Plaid Pantry	12		Fleming Foods, Portland, OR
7-Eleven	11		Southland Corp., Dallas, TX (For Southland-Main Office Location)
VOLUNTARY &/OR CO-OP GROUPS:			
IGA Stores	8		West Coast Grocery, Salem, OR
Thriftway	4		United Grocers, Portland, OR
Select	2		United Grocers, Portland, OR
LEADING INDEPENDENTS:			
Capital Market	1		na
Russ' Day N Nite	6		na
Orcutt's Super Valu	1		West Coast Grocery, Salem, OR
OTHER GROCERY STORES	na		
TOTAL	83+		

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na not available
* Share of Market Data is unobtainable.

PENNSYLVANIA

ALLENTOWN-BETHLEHEM (PA-NJ) - MSA

Carbon, Lehigh and Northhampton Counties, PA Warren County, NJ	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:			
Food Lane	19		Wetterau, Palmer, PA
Acme	10		American Stores Co., Whippany, NJ
Shop-Rite/Super Shop-Rite	3		Wakefern, Freehold, PA and Springfield, NJ
Pathmark	3		Supermarkets General Corp., Delran, NJ
Super Fresh	4		A&P, Florence, NJ
Giant	2		Super Rite Foods, Harrisburg, PA
Weis	5		Own, Sunbury, PA
INDEPENDENTS	23		Various
OTHER GROCERY STORES	na		
TOTAL	69+		

na not available
* In-house estimates.
**Share of Market Data is unobtainable.
Note: According to our source Bethlehem has experienced no changes this year.
Allentown information kindly provided by the ALLENTOWN MORNING CALL.

ALTOONA - MSA

Blair County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		61.0%	
Riverside Markets	11	28.0	Penn Traffic, Johnstown, PA
Weis	2	20.0	Own, Sunbury, PA
Giant Eagle	2	10.0	Own, Pittsburgh, PA
Shop 'N Save	1	3.0	Charley Bros., Greensburg, PA
VOLUNTARY &/OR CO-OP GROUPS:		37.0%	
IGA Foodliners	5	33.0	Gateway, Altoona/Huntington, PA
Economy A/G	4	2.0	Gateway, Altoona, PA
Foodland	1	2.0	Fox Grocery, Belle Vernon, PA
OTHER GROCERY STORES		2.0%	
BI-LO	1	2.0	Penn Traffic, Johnstown, PA
TOTAL	27	100.0%	

Note: According to our source, Altoona has experienced no changes this year.

BEAVER COUNTY - PMSA

Beaver County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
C&L	1		na
Fast 'N Friendly	1		na
Foodland	10		Wetterau, Belle Vernon, PA
Giant Eagel	2		OK Grocery Co., Pittsburgh, PA
IGA	2		Gateway, Huntingdon, PA
Shop 'N Save	1		Carley Bros., Greensburg, PA
Stop & Go (C)	4		Own, Englewood, OH
OTHER GROCERY STORES	na		
TOTAL	21+		

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na not available
(C) Convenience Stores
* In-house estimates.
**Share of Market Data is unobtainable.

ERIE - MSA

Erie County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:		91.0%	
Loblaws	11	37.0	P.J. Schmitt, Sharon, PA
Giant Eagle	3	24.0	Tamarkin, Youngstown, OH
Super Duper	4	20.0	Own, Jamestown, NY
Shur Fine	7	10.0	Olean Wholesale, Olean, NY
OTHER GROCERY STORES	na	9.0%	
TOTAL	25+	100.0%	

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na not available

Note: Above information kindly provided by Times Publishing Company.

HARRISBURG-LEBANON-CARLISLE - MSA

Cumberland, Dauphin, Lebanon & Perry Counties	No. of Stores	% of Market Share	Principal Supplier
CHAIN STORES:		49.9%	
Weis	16	23.4	Own, Sunbury, PA
Giant	10	15.2	Own, Carlisle Food Mkt., Carlisle, PA
Pathmark	2	5.8	Own, Woodbridge, NJ
Festival Foods	4	5.5	Own, Huntingdon, PA
INDEPENDENT STORES:		23.0%	
Redner's	2	11.4	Associated Wholesalers, Robesonia, PA
Karns	5	6.8	Own, Mechanicsburg, PA
Nells	1	2.5	na
Cresslers'	1	2.3	Own, Shippensburg, PA
Foodland	2	*	AWI, Robesonia, PA
Martin's Farm Market	1	*	Weis Markets, Sunbury, PA
VOLUNTARY &/OR CO-OP GROUPS:		47.5%	
IGA	1	23.8	G.H. Delp & Co., Temple, PA
FoodRite	6	10.3	na
Thriftway	4	6.0	Own, Middleton, PA
Super Fresh	3	4.3	A&P, Baltimore, MD
Super Thrift	2	3.1	P.A. & Small, York, PA
AWI	2		AWI, Robesonia, PA
TOTAL	53	*	

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na not available

*Percents do not equal 100.0%, due to the fact that they are combined averages.

Note: Above information kindly provided by The Harrisburg Patriot-News Company and a source which prefers to remain anonymous. Above information covers the Harrisburg and Lebanon markets only.

JOHNSTOWN - MSA

Cambia and Somerset Counties

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		95.0%	
Riverside Market	14	41.0	Penn Traffic, Johnstown, PA
Bi-Lo Market	4		Penn Traffic, Johnstown, PA
Giant Eagle	9	31.0	OK Groc. Co., Pittsburgh, PA
IGA (Whitefield's, Wissinger's, Ideal Food)	5	15.0	Gateway Food, Altoona, PA
Shop & Save	3	8.0	Charley Bros., Greensburg, PA
OTHER GROCERY STORES	na	5.0%	
TOTAL	36+	100.0%	

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na not available

Note: Above information kindly provided by JOHNSTOWN TRIBUNE DEMOCRAT.

LANCASTER - MSA

Lancaster County	No. of Stores	% of Market Share	Principal Supplier
GROCERY STORES:		90.2%	
Weis	15	39.4	Own, Sunbury, PA
Giant, Carlisle	4	14.4	Super Rite, Harrisburg, PA
IGA	7	13.7	G.H. Delp Co., Temple. PA
Stauffer's of Kissel Hill	4	8.1	Own, Lilitz, PA
Musser's	3	4.2	na
Redner's	1	3.2	na
Jay's	1	2.4	na
Super Thrift	2	1.8	na
Acme	1	1.7	Own, Philadelphia, PA
Save-A-Lot	2	.8	Moran, Bridgeport, NJ
Food Rite	2	.5	na
OTHER GROCERY STORES	na	9.8%	
TOTAL	41	100.0%	

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na not available

READING - MSA

Berks County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Acme	7		Own, Philadelphia, PA
Giant	3		Super Rite Foods, Harrisburg, PA
IGA	10		Wetterau, Temple, PA
Pathmark	2		Supermarkets General, Delran, NJ
Redner's	11		Super Rite, Reading, PA
Thriftway	5		Fleming, Oaks, PA
Weis	6		Own, Sunbury, PA
OTHER GROCERY STORES	na		
TOTAL	44		

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na not available

* Share of Market Data is unobtainable.

SCRANTON--WILKES-BARRE - MSA

Columbia, Lackawanna, Luzerne, Monroe and Wyoming Counties

SCRANTON

	No. of Stores	% of Market Share	
LEADING STORES:		29.7%	
Acme/Super Saver	6	6.5	American Stores Co., Forty Fort, PA
Price Chopper	3	6.5	Golub Corp., Schenectady, NY
Giant of Scranton (Sure Save)	4	4.5	Affiliated, Scranton, PA
IGA	3	4.0	Own, Stroudsburg, PA
Insalaco's	3	3.8	Own, Pittston, PA
Sunshine	2	1.7	Scott Grocery, Wilkes Barre, PA
Weis	1	1.4	Own, Sunbury, PA
Shop-Rite	1	1.3	Own, Florida, NY
OTHER GROCERY STORES	na	70.3%	
TOTAL	23+	100.0%	

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WILKES-BARRE

LEADING STORES:		42.8%	
Acme	14	15.1	American Stores Co., Forty Fort, PA
Insalaco's	6	7.7	Own, Pittston, PA
Weis	3	5.4	Own, Sunbury, PA
IGA	3	4.9	Wetterau, Temple, PA
Sunshine	5	4.2	Scott Grocery, Wilkes-Barre, PA
Giant	3	3.3	Affiliated, Scranton, PA
Price Chopper	1	2.2	Golub Corp., Schenectady, NY
A Plus Mini Market (C)	4	*	Own, Malvern, PA
Economy	50	*	Wyoming Valley Dist. Co., Wilkes Barre, PA
Fetch's Markets	2	*	Affiliated, Scranton, PA
Pantry Quick (C)	6	*	Own, Hazelton, PA
OTHER GROCERY STORES	na	57.2%	
TOTAL	98+	100.0%	

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na not available

(C) Convenience Stores

* Included in "Other Grocery Stores" percent.

Note: Names, No. of Stores, and Principal Suppliers information for the Wilkes-Barre market, kindly provided by THE WILKES BARRE TIMES LEADER.

SHARON - MSA

Mercer County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Bi-Lo	1		na
County Market	1		Asso. Groc., Dennison, OH
Donofrio's	1		na
Giant Eagle	1		Tamarkin, Youngstown, OH
Golden Dawn	9		Peter J. Schmitt, Sharon, PA
OTHER GROCERY STORES	na		
TOTAL	13+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

STATE COLLEGE - MSA

Centre County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
IGA	1		Gateway, Altoona, Huntington, PA
Riverside	4		Penn Traffic, Johnstown, PA
U-Save	1		Penn Traffic, Johnstown, PA
Weis	4		Own, Sunbury, PA
OTHER GROCERY STORES	na		
TOTAL	10+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

WILLIAMSPORT - MSA

Lycoming County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Acme	1		American Stores, Co., Forty Fort, PA
Giant	1		Super Rite Foods, Carlisle, PA
Lantz Markets	1		Affiliated Food Distributors, Scranton, PA
Riverside	4		Penn Traffic, DuBois, PA
Weis	6		Own, Sunbury, PA
Stockmarket			Affiliated Food Distributors, Scranton, PA
LEADING CONVENIENCE STORES:			
Stop-N-Go	4		Own, Williamsport, PA
Turkey Hill	2		Own, Lancaster, PA
Uni-Mart	5		Own, Pittsburgh, PA
Zippy Mart	4		Food Bag/Zippy Markets, Berwick, PA
OTHER GROCERY STORES	na		
TOTAL	29+		

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na not available
* Share of Market Data is unobtainable.
Note: Above information kindly provided by THE WILLIAMSPORT SUN-GAZETTE.

YORK - MSA

Adams and York Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		82.8%	
Weis	10	28.1	Own, Sunbury, PA
Giant	8	22.9	Own, Carlisle, PA
P.A. and Small	8	15.3	Own, York, PA
Jays	3	6.0	P.A. and Small, York, PA
Superfresh	3	5.3	Own, Baltimore, MD
Pathmark	1	5.2	Own, Woodbridge, NJ
VOLUNTARY &/OR CO-OP GROUPS:		7.7%	
AG	150	7.7	Asso. Wholesalers, Inc., York, PA
OTHER GROCERY STORES	na	9.5%	
TOTAL	183+	100.0%	

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na not available

RHODE ISLAND

PAWTUCKET-WOONSOCKET-ATTLEBORO (RI-MA) - PMSA

Parts of Bristol, Norfolk and Worcester Counties, MA; Providence County, RI	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Almacs	21		Own, East Providence, RI
Cumberland Farmer's Dairy	1		N. England Grocery Supply Co., Northborough, MA
Foodland	1		na
Food Mart	2		Sweet Life Goods, Northborough, MA
Heartland	1		na
IGA	5		Roger Williams, Cumberland, RI
Shaw's	2		na
Star	6		Own, Cambridge, MA
Stop 'n Shop	2		Own, North Quincy, MA
Superplace	4		na
Valueland	2		Own, Canton, MA
Wonder Food Market	2		C&S Wholesale, Worcester, MA
OTHER GROCERY STORES	na		
TOTAL	49+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

PROVIDENCE - PMSA

Bristol County and parts of Kent, Newport, Providence and Washington Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:		74.0%	
Almacs	43	39.0	Own, East Providence, RI
Stop & Shop	11	27.0	Own, Cambridge, MA
Shaw's	3	4.0	Own, Bridgewater, MA
A&P	3	2.0	Own, Springfield, MA
Big D Wonder	1	2.0	C&S Wholesale, Worcester, MA
OTHER GROCERY STORES	na	26.0%	
TOTAL	61+	100.0%	

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na not available

SOUTH CAROLINA

ANDERSON - MSA

Anderson County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
A&P	1		Own, Charlotte, NC
Bi-Lo	4		Own, Mauldin, SC
Fast Fare (C)	14		Own, Raleigh, NC
Ingles	3		Own, Black Mountain, NC
Quality Food	1		na
Winn Dixie	4		Own, Taylor, SC
OTHER GROCERY STORES	na		
TOTAL	27+		

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na not available
(C) Convenience Store
* In-house estimates.
** Share of Market Data is unobtainable.

CHARLESTON - MSA

Berkeley, Charleston and Dorchester Counties	No. of Stores	% of Market Share(e)	Principal Supplier
LEADING CHAINS:		58.0%	
Bi-Lo	14	24.0	Own, Mauldin, SC
Food Lion	9	15.0	Own, Salisbury, NC
Winn Dixie	5	11.0	Own, Greenville, SC
Harris Teeter	4	8.0	Own, Charlotte, NC
VOLUNTARY &/OR CO-OP GROUPS:		35.0%	
Piggly Wiggly	25	27.0	Own, Charleston Hgts., SC
Foodland	11	7.0	Wetterau Foods, N. Charleston, SC
IGA	2	1.0	W. Lee Flowers, Lake City, SC
OTHER GROCERY STORES	na	7.0%	
TOTAL	70+	100.0%	

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na not available
(e) estimated
Note: Above estimates kindly provided by THE CHARLESTON NEWS & COURIER/
EVENING POST.

COLUMBIA - MSA

Lexington and Richland Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		77.8%	
Food Lion	16	22.0	Own, Elloree, SC
Bi-Lo	10	18.0	Own, Mauldin, SC
Kroger Sav-On	6	17.0	Own, Charlotte, NC
Piggly Wiggly	9	8.0	Own, Charleston Hghts., SC
Red & White	8	6.0	Thomas & Howard Co., Columbia, SC
Military	1	4.0	Buy Direct
A&P	2	2.0	Own, Charlotte, NC
Harris Teeter	1	*	na
Fresh Market	2	*	na
Winn Dixie	11	*	na
INDEPENDENTS	na	6.5%	Various
OTHER GROCERY STORES	na	16.5%	
TOTAL	66+	100.0%	

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na not available
*Included in "Other Grocery Stores" percent.

FLORENCE - MSA

Florence County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
BI-LO	1		Own, Mauldin, SC
Food Lion	3		Own, Salisbury, NC
IGA	1		W. Lee Flowers, Lake City, SC
Kroger Sav-On	1		Own, Charlotte, NC
Piggly Wiggly	3		Own, Charleston Hghts., SC
Thriftway	4		Thomas & Howard Co., Columbia, SC
Winn-Dixie	2		Own, Greenville, SC
OTHER GROCERY STORES	na		
TOTAL	15+		

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na not available
* Share of Market Data is unobtainable.
Note: Above information kindly provided by THE FLORENCE MORNING NEWS. According to this source, Florence has experienced no changes this year.

GREENVILLE-SPARTANBURG - MSA

Greenville, Pickens and Spartanburg Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
BI-LO	32		Own, Mauldin, SC
Community Cash	17		Own, Spartanburg, SC
Harris-Teeter	2		Own, Charleston, NC
Ingles	17		Own, Asheville, NC
Piggly Wiggly	2		Own, Charleston Hghts., SC
The Family Mart (Supers)	1		Own, Atlanta, GA
Winn Dixie	27		Own, Greenville, SC
VOLUNTARY &/OR CO-OP GROUPS:			
Associated Grocery	150		Own, Greenville, SC
LEADING INDEPENDENTS:			
Deal's Park Hills Grocery	1		MDI, Hickory, NC
LEADING CONVENIENCE STORES:			
Fast Fare	45		Thomas & Howard Co., Columbia, SC
Handee Food Mart	18		Own, Travelers Rest, SC
Majik Markets	6		Munford Inc., Atlanta, GA
Mr. Zip	32		Own, Spartanburg, SC
The Pantry	41		Own, Stamford, NC
OTHER GROCERY STORES	na		
TOTAL	391+		

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na not available

* Share of Market Data is unobtainable.

Note: Above information kindly provided by the GREENVILLE NEWS-PIEDMONT.

SOUTH DAKOTA

RAPID CITY - MSA

Pennington County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Albertson's	1		Own, Aurora, CO
Praire Market	1		Nash Finch, Rapid City, SD
Safeway	3		Own, Denver, CO
Sooper Dooper	2		Affiliated Foods, Norfolk, NE
Thrift Center	2		Nash-Finch, Rapid City, SD
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available
* Share of Market Data is unobtainable.

Note: According to our source, Rapid City has experienced no changes this year.

SIOUX FALLS - MSA

Minnehaha County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		81.0%	
Hy-Vee	3	41.0	Own, Cherokee, IA
Sunshine	6	24.0	Super Valu, Des Moines, IA
Nash Finch	5	9.0	Own, Sioux Falls, SD
Randall's	1	7.0	Own, Mitchell, SD
Wise Buy	1	*	na
OTHER GROCERY STORES	na	19.0%	
TOTAL	15+	100.0%	

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na not available
* Included in "Other Grocery Stores" percent.

TENNESSEE

CHATTANOOGA (TN-GA) - MSA

Hamilton, Marion and Sequatchie Counties, TN Catoosa, Dade and Walker Counties, GA	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		61.0%	
Red Food	21	26.0	Own, Chattanooga, TN
Dixie Saving Stores	180	13.0	Own, Chattanooga, TN
Kroger	7	13.0	Own, Nashville, TN
Pruett Food Town	9	9.0	C.B. Ragland Co., Nashville, TN
Gooldlet	3	**	na
Food Lion	na	**	Own, Salisbury, NC
OTHER GROCERY STORES	na	39.0%	
TOTAL	220+	100.0%	

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na not available
* In-house estimates.
**Included in "Other Grocery Stores" percent.

CLARKSVILLE-HOPKINSVILLE (TN-KY) - MSA

Montgomery County, TN and Christian County, KY		CLARKSVILLE	
GROCERY STORES:		*	
Beach Markets	8		na
Bi-Rite	1		Malone & Hyde, Nashville, TN
CB	3		C.B. Ragland, Nashville, TN
Foodtown	2		na
IGA	1		Wetterau Foods, Greenville, KY
Kroger	2		Own, Nashville, TN
Majik	3		Own, Atlanta, GA
Mini Marts	8		na
Save-A-Lot	1		Own, St. Louis, MO
Shop Rite	2		C.B. Ragland, Nashville, TN
Super Value/Foodland	2		Own, Anniston, AL
Winn-Dixie	2		Own, Louisville, KY
OTHER GROCERY STORES	43		
The Pantry	7		na
Texaco	5		na
TOTAL	90+		

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na not available

* Share of Market Data is unobtainable.

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		HOPKINSVILLE *	
LEADING CHAINS:		43.8%	
Kroger	1	19.6	Own, Nashville, TN
Houchens	1	12.6	Wetterau Foods, Greenville, KY
Winn-Dixie	1	11.6	Own, Louisville, KY
VOLUNTARY &/OR CO-OP		15.2%	
Save-A-Lot	1	8.6	Own, St. Louis, MO
IGA	3	6.6	Wetterau Foods, Greenville, KY
LEADING INDEPENDENTS:		11.0%	
Drury's Super Market	1	11.0	C.B. Ragland, Nashville, TN
Bill Martin's Cee Bee	2	**	C.B. Ragland, Nashville, TN
Gile's Food Market	1	**	Scotland Foods, Eldorado, IL
Swain's Jiffy Market	1	**	C.B. Ragland, Nashville, TN
LEADING CONVENIENCE STORES:		9.2%	
Dodge's Store	1	2.3	na
J.R. Food Stores	1	2.3	na
Mini Mart	6	2.3	na
The Pantry	3	2.3	na
OTHER GROCERY STORES	na	20.8%	
TOTAL	23+	100.0%	

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na not available

* These figures are estimates based on customer preference figures.

**Included in "Other Grocery Stores" percent.

Note: According to our source, Hopkinsville has experienced no changes since last year.
Above information kindly provided by THE LEAF CHRONICLE.

JACKSON - MSA

Madison County

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		88.0%	
Kroger	3	25.0	Own, Memphis, TN
Liberty	3	15.0	Malone & Hyde, Southhaven, MS
Hays Super Warehouse Foods	2	13.0	Malone & Hyde, Memphis, TN
Super Valu	1	11.0	Lewis Grocers, Indianola, MS
Pic-Pac	1	11.0	Malone & Hyde, Memphis, TN
Warehouse Foods	1	11.0	Assoc. Grocers, Springfield, MS
E.W. James	1	2.0	Malone & Hyde, Southhaven, MS
OTHER GROCERY STORES	8	12.0%	
TOTAL	20+	100.0%	

JOHNSON CITY-KINGSPORT-BRISTOL (TN-VA) - MSA

Carter, Hawkins, Sullivan
Unicoi and Washington Counties, TN
Scott and Washington Counties, VA

	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		84.7%	
Food Lion/Save Rite	17	20.0	Own, Salisbury, NC
Food City	10	17.0	Mid-Mountain, Greenville, TN
Winn-Dixie	8	14.0	Own, Charlotte, NC
Kroger	5	11.0	Own, Roanoke, VA
Whites Discount Food	7	9.7	Own and Fleming Foods, Johnson City, TN
Food Country, USA	5	5.0	Fleming, Abingdon, VA
Ingles	1	3.0	Own, Black Mountain, NC
Publix	2	3.0	Fleming, Johnson City, TN
A&P	1	2.0	Own, Charlotte, NC
OTHER GROCERY STORES	na	15.3%	
TOTAL	56+	100.0%	

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na not availble

Note: Above information verified by THE JOHNSON CITY PRESS. According to this source, Johnson City has experienced no changes this year.

KNOXVILLE - MSA

Anderson, Blount, Grainger Jefferson, Knox, Sevier and Union Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		82.0%	
Kroger	14	31.0	Own, Nashville, TN
Food City	33	17.0	Own, Knoxville, TN
Winn-Dixie	11	16.0	Own, Greenville, SC
Food Lion/Save Rite	13	6.0	Own, Salisbury, NC
Ingles	7	6.0	Own, Black Mountain, NC
Red Food	6	6.0	Own, Chattanooga, TN
OTHER GROCERY STORES	na	18.0%	
TOTAL	84+	100.0%	

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na not available

MEMPHIS (TN-AR-MS) - MSA

Shelby and Tipton Counties, TN Crittenden County, AR De Soto County, MS	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Circle K (C)	26		na
Delta Express (C)	38		na
Kroger	24		Own, Memphis, TN
Mega Market	4		Malone & Hyde, Memphis, TN
Piggly Wiggly	6		Malone & Hyde, Memphis, TN
VOLUNTARY &/OR CO-OP GROUPS:			
Big Star Food Stores	28		Malone & Hyde, Memphis, TN
Chism Trail	4		na
Food Rite	12		Malone & Hyde, Memphis, TN
LEADING INDEPENDENTS:			
Food Depo	1		Lewis Grocer Co., Indianola, MS
Seessel's	7		Malone & Hyde, Memphis, TN
OTHER GROCERY STORES:			
Corner Grocery	10		na
Loeb's 7-11 Markets (C)	17		na
Save-A-Lot	2		na
TOTAL	235		

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na not available (C) Convenience Stores
* Share of Market Data is unobtainable.

NASHVILLE - MSA

Cheatham, Davidson, Dickson,
Robertson, Rutherford, Sumner
Williamson and Wilson Counties

	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		71.3%	
Kroger	29	43.3	Own, Nashville, TN
H.G. Hill	15	9.1	Own, Nashville, TN
Bill Crooks	12	5.7	Malone & Hyde, Inc., Nashville, TN
Randalls	2	4.0	Super Valu, Lexington, KY
Cee Bee	6	3.0	C.B. Ragland Co., Nashville, TN
Food World/Consumer Warehouse	2	3.0	Bruno's Inc., Birmingham, AL
Red	2	2.2	Own, Chattanooga, TN
Sunflower Food Store	1	1.0	Lewis Grocer Co., Indianola, MS
INDEPENDENTS	49	27.5%	Various
OTHER GROCERY STORES	na	1.2%	
TOTAL	118+	100.0%	

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na not available
* In-house estimates.

TEXAS

ABILENE - MSA

Taylor County

	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		91.0%	
Furr's	4	24.0	Furrs, Lubbock, TX
Super Duper	14	22.0	Furrs, Lubbock, TX
Alberston's Southco	1	21.0	Fleming, Lubbock, TX
Skaggs	1	16.0	Fleming, Fort Worth, TX
M-System	3	8.0	Affiliated, Dallas, TX
OTHER GROCERY STORES	na	9.0%	
TOTAL	23+	100.0%	

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na not available
Note: Above information kindly provided by The Papert Company, Dallas, TX.

AMARILLO - MSA

Potter & Randall County	No. of Stores	% of Volume	Principal Supplier
LEADING CHAINS:		98.0%	
United Foods	6	35.0	Fleming Foods, Lubbock, TX
Homeland	5	32.0	Own, Oklahoma City, OK
Albertson's Southco	2	13.0	Fleming Foods, Lubbock, TX
Food Emporium	2	8.0	Furr's, Lubbock, TX
Furr's	2	6.0	Own, Lubbock, TX
Food King	1	5.0	Affiliated, Amarillo, TX
OTHER GROCERY STORES	na	2.0%	
TOTAL	18+	100.0%	

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na not available

Note: Above information kindly provided by The Papert Companies, Dallas, TX.

AUSTIN - MSA

Hays, Travis and Williamson Counties	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		92.0%	
H.E. Butt	19	35.0	Own, Austin, TX
Safeway	21	32.0	Own, Houston, TX
Skaggs Supercenters	3	11.0	Own, Richardson, TX
Tom Thumb/Simon David	6	9.0	Cullum, Dallas, TX
Albertson's	1	3.0	Fleming, San Antonio, TX
Fresh Plus	4	2.0	Sweeney, Austin, TX
INDEPENDENTS	14	8.0%	Various
OTHER GROCERY STORES	na		
TOTAL	68+	100.0%	

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na not available

* In-house estimates.

BEAUMONT-PORT ARTHUR - MSA

Hardin, Jefferson & Orange Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Albertson's	1		Own, Richardson, TX
Discount Foods	1		Malone & Hyde, Beaumont, TX
Hometown	1		Schepps Grocery, Houston, TX
Howdy Doody	1		Grocers Supply, Houston, TX
King Saver	3		Asso. Grocer, Dallas, TX
Kroger	1		Own, Houston, TX
Market Basket	21		Grocers Supply, Houston, TX
Safeway	8		Own, Houston, TX
7-Eleven (C)	15		Grocers Supply, Houston, TX
OTHER GROCERY STORES	na		
TOTAL	52+		

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na not available
(C) Convenience Stores
* Share of Market Data is unobtainable.
Note: According to our source, Beaumont-Port Arthur has experienced no changes since last year. This information verified by the PORT ARTHUR NEWS.

BRAZORIA - PMSA

Brazoria County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	1		Own, Richardson, TX
Budget Chopper	1		na
Food Fair	1		Garlands, Houston, TX
Gerland's	1		Own, Houston, TX
Kroger	4		Own, Houston, TX
Lucky 7	2		na
Safeway	3		Own, Houston, TX
Stanley's	1		na
Stewart's	1		na
OTHER GROCERY STORES	na		
TOTAL	15+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

BROWNSVILLE-HARLINGEN - MSA

Cameron County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
El Centro	1		na
H.E. Butt	3		Own, San Antonio, TX
King Mart	2		Fleming, San Antonio, TX
Lopez	7		Groce-Wearden, Donna, TX
Lord's	1		na
Warehouse Grocery	1		na
OTHER GROCERY STORES	na		
TOTAL	15+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

BRYAN-COLLEGE STATION - MSA

Brazos County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Appletree	4		Own, Houston, TX
Food 4 Less	1		na
Kroger	2		Own, Houston, TX
Skaggs	1		na
Texas T	1		na
Winn Dixie	2		Own, Fort Worth, TX
OTHER GROCERY STORES	na		
TOTAL	11+		

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na not available
*Share of Market Data is unobtainable.

Note: Above information kindly provided by THE BRYAN-COLLEGE STATION EAGLE.

CORPUS CHRISTI - MSA

Nueces and San Patricio Counties	No. of Stores*	% of Market Share*	Principal Supplier
LEADING STORES:		99.0%	
H.E. Butt	13	75.0	Own, San Antonio, TX
Fuedo	2	8.0	Scrivner/Groce-Weardon, Victoria, TX
Payless Foods	2	8.0	Fleming, San Antonio, TX
Albertson's	1	5.0	Own, San Antonio, TX
Super Mex	3	3.0	Fleming, San Antonio, TX
Circle K (C)	30	**	Own, Austin, TX
Maverick Markets (C)	58	**	Sweeney, San Antonio, TX
7-Eleven (C)	20	**	Own, Austin, TX
Sun Harvest	1	**	Fleming, San Antonio, TX
OTHER GROCERY STORES	na	1.0%	
TOTAL	130+	100.0%	

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na not available
(e) estimated
* In-house estimates.
**Included in "Other Grocery Stores" percent.

EL PASO - MSA

El Paso County	No. of Stores	% of Volume	Principal Supplier
LEADING CHAINS:		98.0%	
Safeway	14	41.0	Furr's, El Paso, TX
Save 'N Gain	6	18.0	Furr's, Lubbock, TX
Skaggs Alpha Beta	3	11.0	Super Valu, Albuquerque, NM
Big 8	5	7.0	Tri-State, El Paso, TX
Shur Save	10	6.0	Tri-State, El Paso, TX
Smith's Food King	4	6.0	Tri-State, El Paso, TX
Bag 'N Save	2	5.0	Furr's, Lubbock, TX
Food City	4	4.0	Tri-State, El Paso, TX
OTHER GROCERY STORES	na	2.0%	
TOTAL	48+	100.0%	

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na not available

Note: According to our source, El Paso has experienced no changes this year.

GALVESTON-TEXAS CITY - PMSA

Galveston County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Appletree	1		Own, Houston, TX
Gerland's	4		Own, Houston, TX
HEB Pantry	2		Own Warehouse
Kroger	4		na
Lucky 7	1		Own, Houston, TX
Randall's	1		Own, Houston, TX
Super Value Food Warehouse	1		Grocers Supply, Houston, TX
Texas Super	2		Fleming Food, Houston, TX
Warehouse Food	1		Grocer's Supply, Houston, TX
CONVENIENCE STORES:			
Circle K	10		Own, Houston, TX
7-Eleven	24		Southland Corp., Houston, TX
Stop 'N Go	9		Own, Houston, TX
OTHER GROCERY STORES	na		
TOTAL	60+		

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na not available

* Share of Market data is unobtainable.

Note: Above information kindly provided by THE GALVESTON DAILY NEWS.

KILLEEN-TEMPLE - MSA

Bell and Coryell Counties

		KILLEEN	
LEADING CHAINS:		27.0%	
H.E.B.	3	15.0	Own, San Antonio, TX
Winn-Dixie	3	7.0	Own, Dallas, TX
Safeway	1	5.0	Own, Houston, TX
LOCAL INDEPENDENTS:		8.0%	
Bay-Dover IGA	2	4.0	Fleming, San Antonio, TX
King Saver	1	3.0	Affiliated Grocers, Dallas, TX
Brooks	1	1.0	Affiliated Grocers, Dallas, TX
CONVENIENCE STORES:		12.0%	
Mickey's	20	5.0	McLane Co., Temple, TX
7-Eleven	18	4.0	Southland Corp., Dallas, TX
Circle K	5	1.0	McLane Co., Temple, TX
Other	28	2.0	Various
U.S. ARMY COMMISSARY-FORT HOOD	1	52.0%	Various
OTHER GROCERY STORES	4	1.0%	
TOTAL	87+	100.0%	

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na not available

Note: According to our source, Killeen has experienced no changes this year.

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		TEMPLE	
LEADING CHAINS:		58.0%	
H.E.B.	3	30.0	Own, Corpus Christi, TX
Appletree	1	13.0	Own, Houston, TX
Albertson's	1	10.0	Fleming Co., Inc., Fort Worth, TX
7-Eleven (C)	10	5.0	Southland Corp., Dallas, TX
VOLUNTARY &/OR COOPERATIVE GROUPS:		24.0%	
Piggly Wiggly	1	7.0	Malone & Hyde, Beaumont, TX
Payless	16	7.0	McLane Co., Temple, TX
David's Supermarket	1	5.0	McLane Co., Temple, TX
Minimax	1	3.0	Fleming Co., Inc., Forth Worth, TX
Smith's Red & White	1	2.0	McLane Co., Temple, TX
LEADING INDEPENDENTS:		13.0%	
King Saver Food	2	9.0	Affiliated Grocers, Dallas, TX
Strausburger's	1	4.0	Affiliated Grocers, Dallas, TX
OTHER GROCERY STORES	17	5.0%	
TOTAL	55+	100.0%	

(C) Convenience Store

LAREDO - MSA

Webb County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
El Rio Family Center	1		na
H.E.B.	4		Own, San Antonio, TX
Jitney Jungle	1		na
Narvaez Grocery	1		na
Thriftee	1		na
Loro's	1		na
Warehouse Grocery	3		na
OTHER GROCERY STORES	na		
TOTAL	12+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

LONGVIEW-MARSHALL - MSA

Gregg and Harrison Counties	No. of Stores*	% of Volume*	Principal Supplier
LEADING STORES:		92.0%	
Brookshire	2	24.0	Own, Tyler, TX
Kroger	1	24.0	Own, Dallas, TX
Winn-Dixie	1	20.0	Own, Fort Worth and Dallas, TX
OTHER GROCERY STORES	5	32.0%	
TOTAL	9	100.0%	

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* In-house estimates.

Note: Above information kindly provided by THE MARSHALL NEWS MESSENGER.

LUBBOCK - MSA

Lubbock County	No. of Stores	% of Volume	Principal Supplier
LEADING STORES:		99.0%	
United	10	53.0	Fleming, Lubbock, TX
Albertson's Southco	3	23.0	Fleming, Lubbock, TX
Food Emporium	2	14.0	Furr's, Lubbock, TX
Furr's	3	9.0	Own, Lubbock, TX
OTHER GROCERY STORES	na	1.0%	
TOTAL	18+	100.0%	

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na not available

Note: Above information kindly provided by The Papert Companies, Dallas, TX. According to this source, Lubbock has experienced no changes this year.

McALLEN-EDINBURG-MISSION - MSA

Hidalgo County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Carl's	1		Scrivner, Donna, TX
Globe	1		na
H.E.B.	4		Own, McAllen, TX
Jerry's	1		na
M. Rivas	3		Scrivner, Donna, TX
Scurlock's	1		Scrivner, Donna, TX
Trevino's	3		Ballard, Austin, TX
Warehouse Grocery	1		Food City, San Antonio, TX
OTHER GROCERY STORES	na		
TOTAL	15+		

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na not available

* Share of Market Data is unobtainable.

Note: Information does not cover the Mission market. Above information verified by THE EDINBURG DAILY REVIEW. According to this source, Edinburg has experienced no changes this year.

MIDLAND - MSA

Midland County	No. of Stores	% of Volume	Principal Supplier
LEADING STORES:		97.0%	
Albertson's Southco	2	37.0	Fleming, Lubbock, TX
Safeway	2	25.0	Furr's, El Paso, TX
Skaggs Alpha Beta	1	15.0	Fleming, Ft. Worth, TX
Furr's	2	14.0	Own, Lubbock, TX
M Systems	3	6.0	Affiliated, Dallas, TX
OTHER GROCERY STORES	na	3.0%	
TOTAL	10+	100.0%	

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na not available

Note: According to our source, Midland has experienced no changes since last year. Above information kindly provided by the Papert Companies, Dallas, TX.

ODESSA - MSA

Ector County	No. of Stores	% of Volume	Principal Supplier
LEADING STORES:		90.0%	
Albertson's Southco	2	32.0	Fleming, Lubbock, TX
Furr's	3	28.0	Own, Lubbock, TX
Skaggs Alpha Beta	1	12.0	Fleming, Fort Worth, TX
Serv All	5	8.0	Affiliated, Amarillo, TX
Safeway	1	6.0	Furr's, El Paso, TX
Everybody's	1	2.0	Affiliated, Amarillo, TX
Gibson's Plus	1	2.0	Furr's, Lubbock, TX
OTHER GROCERY STORES	na	10.0%	
TOTAL	14+	100.0%	

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na not available

Note: Above information kindly provided by the Papert Companies, Dallas, TX.

SAN ANGELO - MSA

Tom Green County	No. of Stores	% of Volume	Principal Supplier
LEADING CHAINS:		94.0%	
Furr's	2	21.0	Own, Lubbock, TX
Skaggs Alpha-Beta	1	21.0	Fleming, Fort Worth, TX
Albertson's	1	19.0	Fleming, Lubbock, TX
Winn-Dixie	2	15.0	Own, Fort Worth, TX
M-System	3	12.0	Affiliated, Keller, TX
Food 'N More	1	6.0	Affiliated, Keller, TX
OTHER GROCERY STORES	na	6.0%	
TOTAL	10+	100.0%	

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na not available

Note: Above information kindly verified by THE SAN ANGELO STANDARD-TIMES.

SHERMAN-DENISON - MSA

Grayson County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING CHAINS:			
Kroger	1		Own, Dallas, TX
Piggly Wiggly	3		Malone & Hyde, Denton, TX
Safeway	1		na
Skaggs	2		Fleming Co. Inc., Fort Worth, TX
Tom Thumb	1		Own, Dallas, TX
OTHER GROCERY STORES	na		
TOTAL	8+		

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na not available
* In-house estimates.
** Share of Market Data is unobtainable.

TEXARKANA, TX-AR - MSA

Bowie County, TX Miller County, AR	No. of Stores*	% of Volume**	Principal Supplier
LEADING CHAINS:			
Albertson's	1		Waples, Dallas, TX
E-Z Mart	17		na
Price Slashers	2		Own, Little Rock, AR
Piggly Wiggly	7		Malone & Hyde, Monroe, LA
Price Lo	1		Grocery Supply, Houston, TX
Roadrunner	6		na
7-Eleven (C)	12		na
Skagg's Alpha Beta	1		Waples, Dallas, TX
Shur-Pak	6		na
OTHER GROCERY STORES	na		
TOTAL	53+		

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na not available
* In-house estimates
**Share of Market Data is unobtainable.

TYLER - MSA

Smith County	No. of Stores*	% of Volume*	Principal Supplier
LEADING STORES:		70.0%	
Brookshire	7	24.0	Own, Tyler, TX
Albertson's	1	14.0	Own, Dallas, TX
Skagg's Alpha Beta	1	14.0	Own, Dallas, TX
Cost Less	1	8.0	Own, Greenville, TX
B-Mart	1	5.0	na
Beards	1	5.0	na
OTHER GROCERY STORES	na	30.0%	
TOTAL	12+	100.0%	

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* In-house estimates.
Note: Above information based on information kindly provided by The Papert Companies, Dallas, TX.

VICTORIA - MSA

Victoria County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Albertson's	1		Fleming, San Antonio, TX
Dick's	3		Scrivner/Groce-Wearden, Victoria, TX
H.E. Butt	2		Own, San Antonio, TX
Price-Lo	1		Stanley Stores, Bay City, TX
OTHER GROCERY STORES	na		
TOTAL	7+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

WACO - MSA

McLennan County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Circle K (C)	24		na
H.E. Butt	5		Own, San Antonio, TX
Payless (C)	28		na
Piggly Wiggly	2		Beard's, Tyler, TX
Sack 'N Save	1		Minyards, Coppell, TX
Safeway	3		Own, Houston, TX
Skaggs Alpha Beta	1		Fleming, Ft. Worth, TX
United	1		Fleming, San Antonio, TX
Winn-Dixie	1		Own, Fort Worth, Tx
OTHER GROCERY STORES	na		
TOTAL	66+		

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na not available
(C) Convenience Stores
* In-house estimates.
**Share of Market Data is unobtainable.

WICHITA FALLS - MSA

Wichita County	No. of Stores	% of Volume	Principal Supplier
LEADING CHAINS:		40.0%	
Albertson's	1	15.0	Fleming Food Co., Lubbock, TX
Skaggs Alpha Beta	1	14.0	Fleming Food Co., Fort Worth, TX
Furr's	3	11.0	Own, Lubbock, TX
LEADING INDEPENDENTS:		44.0%	
United	5	44.0	Fleming Food Co., Lubbock, TX
OTHER GROCERY STORES:		6.0%	
Affiliated	4	16.0	Own, Keller, TX
Big 9	2		na
Day & Night	3		na
King's Food	4		na
Kouri's	1		na
7-Eleven	7		Southland Corp., Dallas, TX
TOTAL	31+	100.0%	

PROVO-OREM - MSA

Utah County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Albertson's	4		Own, Salt Lake City, UT
Food 4 Less	1		Fleming Foods Co., SLC, UT
Macey's	3		Assoc. Food Stores, Inc., SLC, UT
Smith's	3		Own, Leyton, UT
VOLUNTARY &/OR CO-OP GROUPS:			
Day's Thriftway	2		Assoc. Food Stores, Inc., SLC, UT
LEADING INDEPENDENTS:			
Allen's	3		Assoc. Food Stores, Inc., & Fleming Food Co., SLC, UT
Norton's	1		na
Reams	2		Assoc. Food Stores, Inc., SLC, UT
Storehouse Markets	4		na
Springville IGA	1		IGA
LEADING CONVENIENCE STORES:			
Circle K	7		Own, Boise, ID
Hart's	3		na
7-Eleven	22		McLane Western, Denver, CO
OTHER GROCERY STORES:			
Walker's Food & Fuel	6		na
TOTAL	62		

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na not available

* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE PROVO DAILY HERALD.

SALT LAKE CITY-OGDEN - MSA

Davis, Salt Lake and Weber Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		84.0%	
Smith's Food King	24	30.0	Own, Layton, UT
Albertson's	15	20.0	Own, Salt Lake City, UT
Harmon's	6	14.0	Fleming Co., West Valley City, UT
Dan's	6	9.0	Associated Food Stores, Inc., SLC, UT
Ream's	8	9.0	Associated Food Stores, Inc., SLC, UT
Military	1	2.0	Buy Direct
INDEPENDENTS	28	16.0%	Various
OTHER GROCERY STORES	na	1.0%	
TOTAL	88+	100.0%	

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na not available

VERMONT

BURLINGTON - MSA

Chittenden, Franklin, LeMoille,
Washington, Addison and Grand Isle Counties

	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Grand Union	23		Own, Waterford, NY
P&C	6		Own, White River Jct., VT
Martin's	4		Hannaford Bros., Scarborough, ME
A&P	2		Own, Springfield, MA
OTHER GROCERY STORES	na		
TOTAL	35+		

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na not available
* Share of Market Data is unobtainable.
Note: Above information kindly provided by BURLINGTON FREE PRESS.

VIRGINIA

CHARLOTESVILLE - MSA

Albemarle, Fluvanna and
Greene Counties

	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Food Lion	3		Own, Salisbury, NC
Giant	1		Farm Fresh, Norfolk, VA
IGA	2		Fleming, Waynesboro, VA
Kroger	1		Own, Roanoke, VA
Reid Super Save	2		na
Safeway	3		Own, Landover, MD
Superfresh	1		Own, Richmond, VA
OTHER GROCERY STORES	na		
TOTAL	13+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.
Note: According to our source, Charlottesville has experienced no changes since last year.

DANVILLE - MSA

Pittsylvania County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Eddie's	1		Richfood, Richmond, VA
Food Lion	4		Own, Salisbury, NC
Harris Teeter	1		Own, Charlotte, NC
Kroger	2		Own, Roanoke, VA
Old Dutch	5		J.W. Wyatt & Co., Danville, VA
Piggly Wiggly	1		Paramount, Clinton, NC
Winn-Dixie	3		Own, Raleigh, NC
OTHER GROCERY STORES	na		
TOTAL	17+		

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na not available

* Share of Market Data is unobtainable.

LYNCHBURG - MSA

Amherst and Campbell Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Food Lion	3		Own, Salisbury, NC
Harris Teeter	8		Own, Charlotte, NC
Kroger	4		Own, Roanoke, VA
Piggly Wiggly	1		Mid-Mountain, Abingdon, VA
Quik-E Food (C)	7		na
7 Eleven (C)	8		na
Winn-Dixie	5		Own, Raleigh, NC
OTHER GROCERY STORES	na		
TOTAL	36+		

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na not available

(C) Convenience Store

* In-house estimates.

**Share of Market Data is unobtainable.

Note: According to our source, Lynchburg has experienced no changes since last year.

RICHMOND-PETERSBURG - MSA

RICHMOND

Market Area Covered: Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent and Powhatan Counties; Richmond and Colonial Heights Cities	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		39.5%	
Safeway	16	14.6	Own, Landover, MD
Food Lion	18	14.5	Own, Prince George Co., VA
Winn Dixie	11	5.6	Own, Raleigh, NC
Super Fresh/A&P	12	4.8	Own, Halethorpe, MD
VOLUNTARY &/OR CO-OP GROUPS:		48.4%	
Ukrops	19	30.2	Richfood, Richmond, VA
Farm Fresh*	12	11.1	Richfood, Richmond, VA
Chuck's	11	5.3	Richfood, Richmond, VA
Town & Country Markets	2	1.0	Richfood, Richmond, VA
Lukhards	2	0.8	Richfood, Richmond, VA
OTHER GROCERY STORES	na	11.1%	
TOTAL	100+	100.0%	

* Trades as The Grocery Store and Nick's (formerly Siegel's)

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PETERSBURG

Market Area Covered: Dinwiddie and Prince George Counties; Petersburg and Hopewell Cities			
LEADING STORES:		63.4%	
Super Fresh/A&P	3	16.0	Own, Landover, MD
Food Lion	2/4*	14.6	Richfood, Richmond, VA
Ukrops	1/3*	10.9	Super Fresh, Richmond, VA
Farm Fresh	1	8.8	Richfood, Richmond, VA
Winn-Dixie	1/3*	7.5	Own, Raleigh, NC
Safeway	1	5.6	Own, Landover, MD
Choices	1*	na	
Hines	1*	na	
OTHER GROCERY STORES	na	36.6%	
TOTAL	10+	100.0%	

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na not available

Note: Information kindly provided by Richmond Newspapers, Inc.

* This information on the Petersburg market kindly provided by the PETERSBURG-PROGRESS-INDEX.

ROANOKE - MSA

Botetourt and Roanoke Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Food Lion	9		Own, Salisbury, NC
Harris-Teeter	6		Own, Charlotte, NC
Hop-In (C)	17		Own, Roanoke, VA
IGA	6		Fleming, Waynesboro, VA
Kroger	9		Own, Roanoke, VA
7-Eleven (C)	12		Own, Virginia Beach, VA
Thriftway	2		Richfood, Richmond, VA
Tom Boy	1		Richfood, Richmond,VA
Winn Dixie	5		Own, Raleigh, NC
OTHER GROCERY STORES	na		
TOTAL	67+		

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na not available
(C) Convenience Stores
* Share of Market Data is unobtainable.
Note: According to our source, Roanoke has experienced no changes since last year.

WASHINGTON

BELLINGHAM - MSA

Whatcom County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Albertson	1		West Coast Grocers, Tacoma, WA
Safeway	2		Own, Bellevue, WA
Thriftway	5		Assoc. Grocery, Seattle, WA
VOLUNTARY &/OR CO-OP GROUPS:			
Cost Cutter	1		Assoc. Grocery, Seattle, WA
Mark-It-Foods	1		Assoc. Grocery, Seattle, WA
Mark 'N Pak	1		Assoc. Grocery, Seattle, WA
LEADING INDEPENDENTS:			
Ennens Phase II	1		Assoc. Grocery, Seattle, WA
Haggen's	1		American Strevel, Kent, WA
LEADING CONVENIENCE STORES:			
AM/PM	3		na
7-Eleven	5		The Southland Corp., Tukwila, WA
TOTAL	21		

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na not available
* Share of Market Data is unobtainable.

BREMERTON - MSA

Kitsap County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Albertson's	3		West Coast Grocery, Tacoma, WA
Bag N Save	1		West Coast Grocery, Tacoma, WA
C&C Supersave	1		na
Family Grocer	1		na
IGA	1		American Strevel, Kent, WA
Market Foods	1		Associated Grocers, Seattle, WA
Market Place	1		na
Red Apple	5		Associated Grocers, Seattle, WA
Safeway	5		Own, Bellevue, WA
Stock Market	1		na
Thriftway	4		Associated Grocers, Seattle, WA
OTHER GROCERY STORES	na		
TOTAL	24+		

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na not available
*Share of Market Data is unobtainable.
Note: Above information kindly provided by THE BREMERTON SUN.

OLYMPIA - MSA

Thurston County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Albertson's	1		Own, Bellevue, WA
Food Pavilion	1		Associated Grocers, Seattle, WA
Mega Foods	2		Assoc. Grocers, Seattle, WA
Marketplace	2		Olsons, Lynnwood, WA
Safeway	5		Own, Bellevue, WA
Shop-Rite	2		West Coast Grocery, Tacoma, WA
Thriftway	1		Assoc. Grocers, Seattle, WA
Top Foods	1		na
OTHER GROCERY STORES	na		
TOTAL	15+		

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na not available
*Share of Market Data is unobtainable.

RICHLAND-KENNEWICK-PASCO - MSA

Benton and Franklin Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Albertson's	3		Own, Spokane, WA
Buttrey	4		Skaggs, Salt Lake City, Utah
IGA	2		West Coast Grocery, Spokane, WA
Meyer Market	1		Associated Grocery, Seattle, WA
Price Chopper	3		Associated Grocery, Seattle, WA
Red Apple	2		Associated Grocers, Seattle, WA
Safeway	2		Own, Bellevue, WA
Waremart	1		Own, Boise, ID
OTHER GROCERY STORES			
7-11 Food Stores	17		Southland Corp.
TOTAL	35+		

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na not available
* Share of Market Data is unobtainable.
Note: Above information kindly provided by TRI-CITY HERALD.

SPOKANE - MSA

Spokane County	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		79.4%	
Safeway	10	26.0	Own, Spokane, WA
Albertson's	7	17.7	West Coast Groc. Co., Spokane, WA
Tidyman's	5	17.0	West Coast Groc. Co., Spokane, WA
Rosauer's	12	15.7	URM Stores, Inc., Spokane, WA
Circle K (C)	8	1.5	McLane, North Western Wholesale Grocery, Tacoma, WA
7-Eleven (C)	18	1.5	McLane, Tacoma, WA
VOLUNTARY &/OR CO-OP GROUPS:		14.6%	
Excell	9	6.0	URM, Spokane, WA
Thrift	6	3.0	URM, Spokane, WA
Food Mart	2	2.0	URM, Spokane, WA
Yokes	3	1.5	URM, Spokane, WA
Food City	5	1.0	URM, Spokane, WA
Empire	2	0.6	West Coast Groc. Co., Spokane, WA
Price Plus	1	0.5	West Coast Groc. Co., Spokane, WA
OTHER GROCERY STORES	90	6.0%	
TOTAL	178	100.0%	

(C) Convenience Stores
Note: Above information kindly provided by SPOKESMAN REVIEW/SPOKANE CHRONICLE.
According to this source, Spokane has experienced no changes since last year.

TACOMA - PMSA

Pierce County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		66.0%	
Safeway	19	32.0	Own, Bellevue, WA
Albertson's	5	14.0	Assoc. Grocers, Seattle, WA
Military	2	12.0	Buy Direct
Fred Meyer	5	8.0	Own, Seattle, WA
INDEPENDENTS	13	20.0%	Various
OTHER GROCERY STORES	na	14.0%	
TOTAL	44+	100.0%	

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na not available

Note: Above information kindly provided by THE MORNING NEWS TRIBUNE.

VANCOUVER - PMSA

Clark County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Albertson's	2		Own, Portland, OR
Cub Food	1		na
Dick & Steve's	4		Associated Grocers, Seattle, WA
Fred Meyer	3		Own, Portland, OR
Minit Mart	22		na
Safeway	7		Own, Clackamas, OR
7 Eleven (C)	9		na
Thriftway	10		United Grocers, Portland, OR
OTHER GROCERY STORES	49		
TOTAL	107+		

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na not avaialble
(C) Convenience Store
* Share of Market Data is unobtainable.

YAKIMA - MSA

Yakima County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING CHAINS:			
Albertson's	1		West Coast Groc. Co., Spokane, WA
Associated Grocers	2		Assoc. Grocers, Seattle, WA
Buttrey Foods	1		Jewel Co., Boise, ID
Meads	1		Assoc. Grocers, Seattle, WA
Safeway	6		Own, Seattle, WA
Red Apple	1		Assoc. Grocers, Seattle, WA
Rosauer's	2		URM, Spokane, WA
Safeway	7		Own, Seattle, WA
Thriftway	5		Assoc. Grocers, Seattle, WA
Top Foods	1		Haggen, Bellingham, WA
OTHER GROCERY STORES	9		
TOTAL	29+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

WEST VIRGINIA

CHARLESTON - MSA

Kanawha & Putnam Counties	No. of Stores	% of Market Share	Principal Supplier
LEADING CHAINS:		60.9%	
Kroger	13	47.0	Own, Salem, VA
Big Bear	2	9.9	Own, Columbus, OH
Super Valu	4	4.0	Own, Xenia, OH
VOLUNTARY &/OR CO-OP GROUPS:		13.9%	
Foodland	7	8.5	Wetterau, Milton, WV
IGA	7	5.4	Fleming, Massallion, OH
LEADING INDEPENDENTS:		10.1%	
Fas-Chek	19	10.1	Wetterau, Milton, WV
OTHER GROCERY STORES	na	15.1%	
TOTAL	52+	100.0%	

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na not available

HUNTINGTON-ASHLAND (WV-KY-OH) - MSA

Cabell and Wayne Counties, WV Boyd, Carter and Greenup Counties, KY; Lawrence Co., OH	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES:			
Big Bear	3		Own, Columbus, OH
Cardinal	4		Own, Columbus, OH
Food Fair	4		United Grocer, Lesage, WV
Foodland	9		Wetterau, Milton, WV
Gateway	2		na
Key Markets	1		na
Kroger	6		Own, Roanoke, VA
Piggly Wiggly	2		Mid-Mountain, Abingdon, VA
Tradewell	8		United Grocers, Lesage, WV
OTHER GROCERY STORES	na		
TOTAL	36+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

PARKERSBURG - MARIETTA (WV-OH) - MSA

Wood County, WV Washington County, OH	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Big Bear	3		Own, Columbus, OH
County Market	1		Charley Bros., New Stanton, PA
Foodland	5		Wetterau, Milton, WV
IGA	4/11**		McClain Grocery, Massillon, OH
Kroger	5		Own, Salem, VA
LEADING INDEPENDENTS:			
Colegate Food Center	1/2**		Scot Lad Foods, Lansing, IL
Kirks Market	1/0**		Associated Grocer, Dennison, OH
Ralph's	1		Wetterau Milton, WV & Associated Grocers, Huntington, WV
Save-A-Lot	1		
Convenient Food Mart	1		
Fas Chek	1		
LEADING CONVENIENCE STORES:			
Mini Giant	3		na
Pantry Store	3		na
7-Eleven	5		na
SuperAmerica	5		na
TOTAL	40+		

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na not available

* Share of Market Data is unobtainable.

**These figures reported by our Marietta source.

Note: Above information kindly provided by THE PARKERSBURG NEWS & SENTINEL and THE MARIETTA TIMES.

WHEELING (WV-OH) - MSA

Marshall and Ohio Counties, WV Belmont County, OH	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Convenient Food Mart (C)	10		Own, Wheeling, WV
Farm Fresh	23		Richfood, Mechanicsville, VA
Giant Eagle	2		Own, Pittsburgh, PA
Hart's	1		Big Bear, Columbus, OH
Kroger	7		Own, Westerville, OH
Ross	4		P.J. Schmitt, Sharon, PA
Shop 'N Save	2		Charley Bros., Greensburg, PA
OTHER GROCERY STORES	na		
TOTAL	49+		

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na not available (C) Convenience Stores

* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE INTELLIGENCER/WEEKLY NEWS-REGISTER. According to this source, Wheeling has experienced no changes this past year.

APPLETON-OSHKOSH-NEENAH - MSA

Calumet, Outagamie and Winnebago Counties	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Austin's	2		na
Cary's Fine Foods	1		na
Copps	2		Own, Stevens Point, WI
Cub	2		Super Valu, Green Bay, WI
Kohl's	2		Own, Milwaukee, WI
Pick N' Save	2		Roundy's, Pewaukee, WI
Piggly Wiggly	6		Schultz Save-O-Stores, Sheboygan, WI
Red Owl	2		Own, Hopkins, MN
Save-U-Foods	2		Schultz Save-O-Stores, Sheboygan, WI
Sentry	4		Godfrey Co., Waukesha, WI
Super Valu	2		Own, Green Bay, WI
Towne & Country	4		S.C. Shannon, Appleton, WI
Warehouse Foods	1		Burnstad's, Tomah, WI
OTHER GROCERY STORES	na		
TOTAL	32+		

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na not available
* Share of Market Data is unobtainable.
Note: Above information kindly provided by THE APPLETON POST-CRESCENT.

EAU CLAIRE - MSA

Chippewa and Eau Clair Counties	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Pick N Save	1		na
Randall's	1		Super Valu, Hopkins, MN
OTHER GROCERY STORES	na		
TOTAL	2+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

GREEN BAY - MSA

Brown County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:			
Austins	1		Super Valu, Green Bay, WI
Biebels	1		Shannon, Appleton, WI
Copps	2		Copps, Stevens Point, WI
Cub Foods	2		Super Valu, Green Bay, WI
Festival Foods	1		Gateway, Lacrosse, WI
Kohls	1		Own, Milwaukee, WI
LaCaptaines	1		Shannon, Appleton, WI
Lindys	2		Red Owl, Green Bay, WI
New Market	1		Super Valu, Green Bay, WI
Olsens	2		Fairway, Menominee, MI
Piggly Wiggly	1		Schultz Sav-O Stores, Inc., Sheboygan, WI
Sentury	3		Godfrey Co., Waukesha, WI
Sureway	10		Carpenter Cook, Menominee, MI
Tremis	1		Copps, Stevens Point, WI
OTHER GROCERY STORES	na	10.0%	
TOTAL	29+	100.0%	

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na not available
Note: Above information kindly provided by GREEN BAY NEWS CHRONICLE.

JANESVILLE-BELOIT - MSA

Rock County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Crystal	3		na
Eagle	2		na
Fox	2		na
Gentz	2		na
Kohl's II	2		Own, Milwaukee, WI
Piggly Wiggly	2		Schultz, Sheboygan, WI
Road Ranger	2		na
Sentry	3		Godfrey, Waukesha, WI
Stop 'N Go (C)	4		Own, Madison, WI
Super Valu	1		Own, Green Bay, WI
Woodman	2		Roundup, Milwaukee, WI
OTHER GROCERY STORES	6		
TOTAL	31+		

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na not available
(C) Convenience Stores
* Share of Market Data is unobtainable.

KENOSHA - PMSA

Kenosha County	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Food 4 Less	1		na
Kohl's	3		Own, Milwaukee, WI
Pick 'N Save	1		Roundy's, Pewaukee, WI
Piggly Wiggly	2		Schultz, Sheboygan, WI
Sentry	4		Godfrey, Waukesha, WI
Super Valu	1		Own, Green Bay, WI
OTHER GROCERY STORES	na		
TOTAL	12+		

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na not available
* In-house estimates.
** Share of Market Data is unobtainable.

LA CROSSE - MSA

La Crosse County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Cub	1		Super Valu, Green Bay, WI
Festival	1		Gateway, La Crosse, WI
Quillin	5		Own, La Crosse, WI
Skogen	4		Own, La Crosse, WI
Super Valu	1		na
OTHER GROCERY STORES	na		
TOTAL	12+		

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na not available
* Share of Market Data is unobtainable.

MADISON - MSA

Dane County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		91.0%	-
Woodman	2	28.0	Roundy's, Milwaukee, WI
Kohl's	9	20.0	Own, Milwaukee, WI
Cub	2	16.0	Super Valu, Green Bay, WI
Sentry	8	18.0	Godfrey, Waukesha, WI
Food Country	4	5.0	Gateway, LaCross, WI
Sav U Food Warehouse	2	4.0	Schultz, Sheboygan, WI
OTHER GROCERY STORES	na	9.0%	
TOTAL	27+	100.0%	

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na not available

RACINE - MSA

Racine County	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Aldi	1		na
Convenient Food Mart (C)	3		na
Kohl's	4		Own, Milwaukee, WI
Open Pantry	8		na
PDQ	3		Schultz Sav-O, Sheboygan, WI
Piggly Wiggly	4		Schultz Sav-O, Sheboygan, WI
Randall's	1		Super Valu, Hopkins, MN
Roundy's/Red Ball	2		Own, Milwaukee, WI
Save U Foods	1		Schultz Sav-O, Sheboygan, WI
Sentry	2		Godfrey, Waukesha, WI
White Hen Pantry	1		na
OTHER GROCERY STORES	na		
TOTAL	30+		

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na not available
(C) Convenience Store
*Share of Market Data is unobtainable.
Note: Above information kindly provided by THE RACINE JOURNAL TIMES.

SHEBOYGAN - MSA

Sheboygan County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Austins	2		United Grocers, Little Chute, WI
Pick & Save	2		Roundy's, Milwaukee, WI
Piggly Wiggly	7		Schultz Sav-O Stores, Sheboygan, WI
Sentry	1		Godfrey Co., Waukesha, WI
LEADING INDEPENDENTS:			
Bill's Red Owl	1		Red Owl, Green Bay, WI
Leudke's	1		Schultz Sav-O-Stores, Sheboygan, WI
Park & Save	1		Roundy's, Milwaukee, WI
Park & Shop	2		Roundy's, Milwaukee, WI
Zimmermann's	1		Roundy's, Milwaukee, WI
OTHER GROCERY STORES:			
Sunnyside Foods	1		Schultz Sav-O-Stores, Sheboygan, WI
Triangle Market	1		Schultz Sav-O-Stores, Sheboygan, WI
WAREHOUSE OPERATIONS:			
Park & Save	1		Shannon, Appleton, WI
Sav-U-Warehouse	1		Schultz Sav-O-Stores, Sheboygan, WI
TOTAL	22		

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* Share of Market Data is unobtainable.

Note: According to our source, Sheboygan has experienced no changes this year.

WAUSAU - MSA

Marathon County	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		70.3%	
Bautsh's 29 Superfoods	2	41.6	Shannon, Green Bay, WI
County Market	1	12.7	Super Valu, Green Bay, WI
IGA	4	4.8	Copps, Stevens Point, WI
Super Valu	2	4.1	Own, Green Bay, WI
Piggly Wiggly (Drew's, Ron & Lloyds)	2	4.0	na
Red Owl	2	1.7	Own, Hopkins, MN
T-Mart	1	1.4	Roundy's, Milwaukee, WI
Kwik Trip	6	*	na
Village Pantry	3	*	na
OTHER GROCERY STORES	na	29.7%	
TOTAL	23+	100.0%	

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na not available

* Included in "Other Grocery Stores" percent.

Note: According to our source, Wausau has experienced no changes this year.

WYOMING

CASPER - MSA

Natrona County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Albertson's	2		Own, Boise, ID
Buttrey	2		Alpha Beta, Salt Lake City, UT
Safeway	2		Own, Denver, CO
Smith's Food King	1		Own, Layton, UT
OTHER GROCERY STORES	na		
TOTAL	7+		

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na not available

* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE CASPER STAR-TRIBUNE.

CHEYENNE - MSA

Laramie County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
Albertson's	2		Own, Boise, ID
Buttrey Foods	2		Alpha Beta, Salt Lake City, UT
Dan's Super Foods	1		Super Valu, Denver, CO
Food 4 Less	1		Own, Omaha, NE
Mini-Mart (C)	10		McLane-Western, Denver, CO
Safeway	4		Own, Denver, CO
LEADING INDEPENDENTS:			
7-Eleven (C)	2		Assoc. Groc., Denver, CO
Super Foods	1		Assoc. Groc., Denver, CO
TOTAL	23		

(C) Convenience Stores

* Share of Market Data is unobtainable.

Note: Above information kindly provided by THE WYOMING EAGLE & THE WYOMING STATE TRIBUNE. According to this source, Cheyenne has experienced no changes since last year.

SAN JUAN - PMSA

Barceloneta, Bayamon, Canovanas, Carolina, Catano, Corozal, Dorado, Fajardo, Florida, Guaynabo, Humacao, Juncos, Las Piedras, Loiza, Luquillo, Manati, Naranjito, Rio Grande, San Juan, Toa Alta, Toa Baja, Trujillo Alto, Vega Alta and Vega Baja, Municipios

	No. of Stores	% of Market Share*	Principal Supplier
CHAIN SUPERMARKETS:			
Amigo	6		na
Casablanca	4		na
Centro Plaza	5		na
Conchita	4		na
Criollo	16		na
Econo	10		na
Grande	4		na
Pueblo	18		na
Pueblo-X-Tra	6		na
Selectos	8		na
OTHER GROCERY STORES	na		
TOTAL	81+		

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na not available
* Share of Market Data is unobtainable.
Note: Above information kindly provided by EL VOCERO DE PUERTO RICO.
According to this source, San Juan has experienced no changes this year.

CANADA

ALBERTA

CALGARY

Census Metropolitan Area	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
All West	4		Assoc. Grocers, Calgary, AB
Calgary Co-op	13		Federated Cooperative, Calgary, AB
Canada Safeway	28		MacDonald's Consolidated, Calgary, AB
Food City	7		Assoc. Grocers, Calgary, AB
Food For Less	3		MacDonald's Consolidated, Calgary, AB
IGA	1		na
Jay's	2		McDonalds Consolidated Calgary, AB
Mac's (C)	69		Core Mark Dist., Calgary, AB
Red Rooster (C)	8		Horne & Pitfield, Edmonton, AB
7-Eleven (C)	55		na
Superstore	2		na
Super Valu	3		Western Grocers, Winnipeg, MN
OTHER GROCERY STORES	na		
TOTAL	195+		

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na not available
(C) Convenience Stores
* Share of Market Data is unobtainable.
Note: Above information kindly provided by THE CALGARY HERLAD.

EDMONTON

Census Metropolitan Area	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
Canada Safeway	36		MacDonald's Consoldiated, Calgary, AB
Food 4 Less	3		MacDonald's Consoldiated Calgary, AB
Happy Mart	18		na
IGA	10		Horne & Pittfield, Edmonton, AB
Mac's (C)	39		Core Mark Dist., Calgary, AB
Red Rooster (C)	12		Horne & Pittfield, Edmonton, AB
7-Eleven (C)	49		na
Superstores	3		Westfair Foods, Winnipeg, Manitoba
OTHER GROCERY STORES	na		
TOTAL	170+		

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na not available (C) Convenience Stores * In-house estiamtes.
** Share of Market Data is unobtainable.

BRITISH COLUMBIA

VANCOUVER

Census Metropolitan Area	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
Buy Low	11	na	na
Extra Foods	5		Kelly Douglas & Company, Ltd. Vancouver, BC
IGA	28		H.Y. Louie, Vancouver, B.C.
Overwaitea	9		Own, Vancouver, B.C.
Produce City	3		na
Real Canadian Superstore	4		Westfair Foods, Calgary, AB
Safeway	45		MacDonald Consolidated, Calgary, AB
Safeway Superstore	3		MacDonald Consolidated, Calgary, AB
Save-On-Foods	9		Overwaitea Foods, Langley, BC
Shop Easy	9		Kelly Douglas & Co., Ltd., Vancouver, BC
Slongs	4		na
Super Valu	18		Kelly Douglas & Co., Ltd. Vancouver, B.C.
Woodwards	4		MacDonald Consolidated, Calgary, AB
OTHER GROCERY STORES	na		
TOTAL	152+		

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na not available
*Share of Market Data is unobtainable.

VICTORIA

Census Metropolitan Area	No. of Stores*	% of Market Share**	Principal Supplier
GROCERY STORES:			
Econo-mart	1		Kelly Douglas, Vancouver, BC
Fairways	1		na
IGA	1		H.Y Louie, Burnaby, B.C.
Low ~~Cost~~ Stores	1		na
Mac's Convenience (C)	1		na
Oakcrest	1		na
Safeway	1		MacDonald Consolidated, Calgary AB
Save-On-Foods	1		na
7 Eleven (C)	1		na
Shop-Easy	1		Kelly Douglas, Vancouver, BC
Thrifty's	1		na
Woodwards	1		Own, Vancouver, BC
OTHER GROCERY STORES	na		
TOTAL	12+		

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na not available
(C) Convenience Store
* In-house estimates.
** Share of Market Data is unobtainable.

ONTARIO

HAMILTON

Halton and Wentworth Counties	No. of Stores	% of Market Share*	Principal Supplier
LEADING STORES:			
A&P	11		Own, Toronto, Ontario
Bulk Barn (Loblaws)	4		Own, Toronto, Ontario
Food City	2		Oshawa Group, Toronto, Ontario
Fortino (Loblaws)	11		Own, Toronto, Ontario
Miracle Food Mart (Steinbergs)	12		Own, Etobicoke, Ontario
Mr. Grocer	2		Willet Food Ltd., Kitchener, Ontario
No Frills (Loblaws)	3		Own, Toronto, Ontario
Red & White	3		Own, Toronto, Ontario
Super Center (Loblaws)	3		Own, Toronto, Ontario
Valdi	6		Own, Toronto, Ontario
Zehrs	2		Own, Toronto, Ontario
VOLUNTARY &/OR CO-OP GROUPS:			
IGA	12		Oshawa Group, Toronto, Ontario
LEADING INDEPENDENTS:			
Commisso	1		na
TOTAL	72		

na not available * Share of Market Data in unobtainable.

KITCHENER

Census Metropolitan Area	No. of Stores	% of Market Share	Principal Supplier
LEADING STORES:		69.0%	
Zehrs	12	35.0	Own, Cambridge, Ontario
Dutch Boy	7	13.0	Oshawa Group, Oshawa, Ontario
Central	1	7.0	Own, Kitchener, Ontario
Mr. Grocer	2	5.0	Willet Food Ltd., Kitchener, Ontario
Super Fresh	2	4.0	A&P, Toronto, Ontario
A&P	1	4.0	Own, Toronto, Ontario
Valdi	2	1.0	Own, Toronto, Ontario
OTHER GROCERY STORES	36	31.0%	
TOTAL	63+	100.0%	

OTTAWA

Carleton County	No. of Stores	% of Market Share*	Principal Supplier
LEADING CHAINS:			
A&P	4		Own, Toronto, ON
IGA	35		M. Lobb, Ottawa, ON
Loblaw's	10		National Grocers, Ottawa, ON John, New Brunswick
Steinberg	12		Own, Toronto, ON
Your Independent Grocer	10		na
OTHER GROCERY STORES:			
Xtra-Valdi	4		na
TOTAL	75		

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na not available
* Share of Market Data is unobtainable.
Note: Above information kinly provided by THE OTTAWA CITIZEN.

TORONTO

York County	No. of Stores*	% of Market Share**	Principal Supplier
LEADING STORES:			
A&P	1		Own, Toronto, ON
Dominion	1		na
Knob Hill Farms	1		Own, Toronto, ON
Loblaws	1		Own, Toronto, ON
Miracle Food Mart	1		Steinberg's, Toronto, ON
Mr. Grocer	1		The Food Group, Saint John, New Brunswick
No Frills	1		na
Super Center	1		na
Valdi's	1		na
OTHER GROCERY STORES	na		
TOTAL	9+		

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na not available
* In-house estimates.
**Share of Market Data is unobtainable.

QUEBEC

MONTREAL

Metropolitan Area	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
IGA	89		Hudon et Deaudelin, Montreal, P.Q.
Maxi	4		na
Metro Richelieu	100		Own, Montreal, P.Q.
Provigo	85		Own, Montreal, P.Q.
Steinberg	72		Own, Montreal, P.Q.
Super Carnival	8		La Ferme Carnaval, La Salle, Quebec
OTHER GROCERY STORES	na		
TOTAL	358+		

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na not available

*Share of Market Data is unobtainable.

Note: Above information kindly provided by THE MONTREAL GAZETTE.

QUEBEC CITY

Quebec County	No. of Stores	% of Market Share*	Principal Supplier
GROCERY STORES:			
IGA	18		Hudon et Deaudelin, Montreal, P.Q.
Metro	22		na
Provigo	23		Own, Montreal, P.Q.
Rich Elieu	9		Own, Montreal, P.Q.
Steinberg	7		Own, Montreal, P.Q.
Super Carnival	3		La Ferme Carnaval, La Salle, Quebec
OTHER GROCERY STORES	na		
TOTAL	82+		

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na not available

*Share of Market Data is unobtainable.

Note: Above information kindly provided by LE SOLEIL.

PROFILES OF LEADING FOOD CHAINS

Note: Chains appear in alphabetical order. The rank, based on their retail sales for the year, appears in front of their name.

1989 STATISTICS FOR LEADING U.S. & CANADIAN FOOD CHAINS

Company	Sales 1989 (000's)	Net Income 1989 (000's)
American Stores*	$22,004,154	$118,129
Kroger	19,103,671	(72,722)
Great A & P	11,147,997	146,698
Super Valu	11,136,026	147,716
George Weston	10,459,000	187,300
Winn-Dixie	9,151,145	134,545
Southland	8,274,921	(1,306,913)
Loblaw	7,933,900	70,200
Albertson's	7,422,663	196,551
Supermarkets General*	6,298,748	(76,525)
Vons	5,220,700	(25,100)
Oshawa	4,948,153	69,570
Food Lion	4,717,066	139,776
Circle K	3,686,314	(772,869)
Giant Food	3,248,942	108,399
Penn Traffic*	2,699,847	(29,151)
Nash Finch	2,195,011	13,152
Hannaford	1,520,600	39,302
Ruddick*	1,300,672	20,190
Weis Markets	1,239,272	86,429
Riser	1,083,130	(12,728)
National Convenience	1,072,507	(8,858)
Marsh	992,306	10,723
Ingles*	903,831	15,883
Delchamps	899,532	12,140
Foodarama	571,269	1,150
Dairy Mart*	536,290	682
Super Rite	415,253	2,330
Arden	346,909	11,836

* 53 weeks in 1989

( ) Designates a loss

Note: The criterion for inclusion in this list is sales of at least $350,000,000.

(9) ALBERTSON'S, INC.

P.O. Box 20
250 Parkcenter Boulevard
Boise, Idaho 83726
(208) 385-6200

OFFICERS: Warren E. McCain, chairman of the board & chief exec. officer; John B. Carley, president.

BUSINESS ACTIVITIES: Operates 523 stores in 17 western and southern states, broken down into 157 conventional supermarkets, 195 superstores, 139 combination food-drug units, and 32 warehouse stores.

NUMBER OF STORES (1990): 523

RETAIL SALES (1990): $7,422,663,000

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(1) AMERICAN STORES COMPANY

5201 Amelia Earhart Drive
Salt Lake City, Utah 84116
(801) 539-0112

OFFICERS: L.S. Skaggs, chairman of the board; Johnathan L. Scott, vice chairman & chief exec. officer, Alan D. Stewart; president & chief operating officer.

BUSINESS ACTIVITES: The company, through its subsidiaries, is engaged primarily in the operation of retail stores, selling drug and food merchandise through 1,894 retail food, drug and combination food/drug stores in 40 states.

NUMBER OF STORES (1988): 1,894

RETAIL SALES (1989): $22,004,154,000

+ 53 weeks

(29) ARDEN GROUP, INC.

2020 South Central Avenue
Compton, California 90220
(213) 638-2842

OFFICERS: Curtis H. Palmer, chairman of the board; Bernard Briskin, president & chief executive officer.

BUSINESS ACTIVITIES: Operates supermarkets in Southern California under the names Mayfair and Gelson's. Also distributes communications equipment, and chemicals and equipment for the maintenance of swimming pools.

NUMBER OF STORES (1989): 13

RETAIL SALES (1989): $346,909,000

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(14) THE CIRCLE K CORPORATION

1601 North 7th Street
Phoenix, Arizona 85006
(602) 253-9600

OFFICERS: Bart A. Brown, Jr., chairman of the board; Robert A. Dearth, Jr., president and chief operating officer.

BUSINESS ACTIVITIES: Operates a chain of convenience food stores engaged in the retail sale of general merchandise, fast foods, groceries, tobacco products, health and beauty aids, and self-service gasoline in 32 states, located primarily in the South and West. The company also operates stores in Great Britain through a joint venture and is involved in joint ventures or license agreements with companies that operate approximately 1,298 stores in 14 other foreign countries.

NUMBER OF STORES (1989): 4,600

RETAIL SALES (1989): $3,686,314,000

(27) DAIRY MART CONVENIENCE STORES, INC.

240 South Road
Enfield, CT 06082
(203) 741-3611

OFFICERS: Charles Nirenberg, chairman, chief exec. officer; Frank Colaccino, president & chief operating officer.

BUSINESS ACTIVITIES: Operates 1,105 convenience stores in 11 states in the Northeast, Midwest and Southeast, of which 654 are owned by the company and 451 are franchised. These stores operate under the name "Dairy Mart" in New England and the Midwest, and "Convenient Food Mart" in the Southeast. Many of the company's convenience stores (420) also dispense gasoline.

NUMBER OF STORES* (1990): 1,105

RETAIL SALES (1989+): $536,290,000

* Includes franchised stores.

+ 53 weeks

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(25) DELCHAMPS, INC.

305 Delchamps Drive
P.O. Box 1668
Mobile, Alabama 36633
(205) 433-0431

OFFICERS: A.F. Delchamps, Jr., chairman & chief exec. officer; Randy Delchamps, president & chief operations officer.

BUSINESS ACTIVITIES: Operates 104 supermarkets in Alabama, Florida, Mississippi and Louisiana.

NUMBER OF STORES (1988): 104

RETAIL SALES (1989): $899,532,000

(13) FOOD LION STORES, INC.

2110 Executive Drive
P.O. Box 1330
Salisbury, North Carolina 28145-1330
(704) 633-8250

OFFICERS: Ralph W. Ketner, chairman of the board; Tom E. Smith, president & chief exec. officer.

BUSINESS ACTIVITIES: Operates a chain of 663 supermarkets in South Carolina, Georgia, Virginia, Maryland, Tennessee, Kentucky, West Virginia, Delaware, Florida and North Carolina under the name "Food Lion".

NUMBER OF STORES (1989): 663

RETAIL SALES (1989): $4,717,066,000

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(26) FOODARAMA SUPERMARKETS, INC.

303 West Main Street
P.O. Box 592
Freehold, New Jersey 07728
(201) 462-4700

OFFICERS: Joseph J. Saker, chairman of the board & president.

BUSINESS ACTIVITES: Operates a chain of 26 supermarkets, under the Shop-Rite name, in New York, New Jersey, and Pennsylvania. Also operates two liquor stores, two garden centers, and 14 in-store pharmacies, all under the "Shop-Rite" name.

NUMBER OF STORES (1989): 26

RETAIL SALES (1989): $571,269,000

(5) GEORGE WESTON LIMITED

22 St. Clair Avenue East
Suite 1901
Toronto, Ontario, M4T 2S7, Canada
(416) 922-2500

OFFICERS: W. Galen Weston, chairman of the board & president; Richard J. Currie, pres.- Loblaw Companies, Ltd.

BUSINESS ACTIVITIES: Diversified operations in food processing, fisheries, forest products, and wholesale-retail food distribution.

NUMBER OF STORES (1989): na

RETAIL SALES (1989): $10,459,000,000

na not available

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(15) GIANT FOOD INC.

6300 Sheriff Road
Landover, Maryland 20785
(301) 341-4100

OFFICERS: Israel Cohen, chairman of the board, president & chief exec. officer.

BUSINESS ACTIVITIES: Operates a chain of 149 Giant Food supermarkets in Washington, D.C., Maryland and Virginia, of which 99 are food-pharmacy units; also operates one freestanding drug store.

NUMBER OF STORES (1989): 149

RETAIL SALES (1990): $3,248,942,000

(3) THE GREAT ATLANTIC & PACIFIC TEA COMPANY, INC.

Box 418
2 Paragon Drive
Montvale, New Jersey 07645
(201) 573-9700

(52.4% owned by Tengelmann Warenhandels-Gesellschaft.)

OFFICERS: James Wood, chairman of the board, president & chief exec. officer.

BUSINESS ACTIVITIES: Operates a chain of supermarkets under the A&P, Super Fresh, Kohl's, Pantry Pride, Dominion, Waldbaum's, Shopwell, Food Emporium, Food Mart, Sav-A-Center, Sun, Future Stores, Compass Foods, Farmer Jack and Family Mart names in the United States and Canada.

NUMBER OF STORES (1989): 1,215

RETAIL SALES (1989): $11,147,997,000

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(18) HANNAFORD BROS. CO.

145 Pleasant Hill Road
Scarborough, Maine 04074
(207) 883-2911

OFFICERS: James L. Moody, Jr., chairman of the board & chief executive officer; Hugh G. Farrington, president & chief operating officer.

BUSINESS ACTIVITIES: Sells food and non-food items through 76 wholly owned Shop'n Save, Sun Foods or Martin's supermarkets in Maine, Massachusetts, New Hampshire, Vermont and upstate New York. Operates 42 wholly owned Wellby Super Drug Stores and 20 separate pharmacies within supermarkets or combination stores. Owns a wholesale distributor of specialty foods, general merchandise, pharmaceuticals, and health and beauty aids.

NUMBER OF STORES (1989): 118

RETAIL SALES (1989): $1,520,600,000

(24) INGLES MARKETS, INC.

P.O. Box 6676
Asheville, North Carolina 28816
(704) 669-2941

OFFICERS: Robert P. Ingle, chairman of the board & chief executive officer; Landy B. Laney, president & chief operating officer.

BUSINESS ACTIVITIES: Operates 163 supermarkets in North Carolina, South Carolina, Georgia, Tennessee and Virginia. Also operates a milk processing and packaging plant.

NUMBER OF STORES (1989): 156

RETAIL SALES (1989+): $903,831,000

+ 53 weeks

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(2) THE KROGER CO.

1014 Vine Street
Cincinatti, Ohio 45201
(513) 762-4000

OFFICERS: Lyle Everingham, chairman of the board & chief exec. officer; Joseph A. Pichler, president & chief operating officer.

BUSINESS ACTIVITIES: Operates a chain of supermarkets in 32 states primarily in the South, Southwest and Midwest; operates a chain of convenience stores in 16 states; also conducts food processing operations.

NUMBER OF STORES (1989): 1,234 (supermarkets)
956 (convenience)

RETAIL SALES (1989*): $19,103,671,000

* Of continuing operations only.

(8) LOBLAW COMPANIES LIMITED

22 St. Clair Avenue East
Toronto, Ontario, M4T 2S8, Canada
(416) 922-2500

(77.0% owned by George Weston, Ltd.)

OFFICERS: W. Galen Weston, chairman of the board; Richard J. Currie, president.

BUSINESS ACTIVITIES: A Canadian holding company controlling major interests in food retailing and wholesaling in Canada and the United States. In addition to its food-related operations, Loblaw, through its subsidiaries, also participates in the Canadian general merchandise industries.

NUMBER OF STORES (1989): 334

RETAIL SALES (1989): $7,933,900,000

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(23) MARSH SUPERMARKETS, INC.

P.O. Box 155
501 Depot Street
Yorktown, Indiana 47396-1599
(317) 759-8101

OFFICERS: William P. Givens, chairman of the board; Don E. Marsh, president & chief exec. officer.

BUSINESS ACTIVITIES: Operates Marsh supermarkets, Marsh Xtra combination food and drug stores, and Village Pantry convenience stores, in Indiana and Ohio. Most of the Village Pantry stores also sell gasoline. A subsidiary, Convenience Store Distributing Company, distributes goods to the company's convenience stores as well as to 1,400 other convenience stores in a six-state area.

NUMBER OF STORES (1990): 76 (Marsh Stores)
167 (Village Pantrys)

RETAIL SALES (1990): $992,306,000

(17) NASH FINCH COMPANY

3381 Gorham Avenue
St. Louis Park, Minnesota 55426
(612) 929-0371

OFFICERS: Harold B. Finch, Jr., chairman & chief executive officer; Russell N. Mammel, president & chief operating officer.

BUSINESS ACTIVITIES: Owns and operates 93 supermarkets, warehouse stores and combination general merchandise/food stores. The supermarkets operate principally under the names "Jack & Jill", "Piggly Wiggly" and "Sun Mart". The company's warehouse stores operate under the names "Econofood", "Warehouse Market", "Food Bonanza", "Prairie Market", and "Sax Foods". There are 11 combination general merchandise/food stores which operate under the names "Family Thrift Center" and "Farm Fresh". In addition, 17 food distribution centers supply approximately 600 affiliated supermarkets, 200 unaffiliated supermarkets and 5,000 independent retailers and institutions. The firm also owns a produce marketing subsidiary in California, which sells fresh fruits and vegetables to large wholesalers and chain retailers.

NUMBER OF STORES (1989): 93

RETAIL SALES (1989): $2,195,010,804

+ Includes operating revenues and other income.

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(22) NATIONAL CONVENIENCE STORES INCORPORATED

100 Waugh Drive
Houston, Texas 77007
(713) 863-2200

OFFICERS: V.H. Van Horn, president & chief exec. officer.

BUSINESS ACTIVITIES: Operates a chain of 1,142 self-service convenience food stores in Texas, Florida, Georgia, Tennessee and California, with the majority of the stores located in Texas. Most stores are company-owned and operated under the name "Stop N Go", and sell staple foods, groceries, beverages, snack foods, and other food items.

NUMBER OF STORES (1989): 1,142

RETAIL SALES (1989): $1,072,507,000

(12) THE OSHAWA GROUP LIMITED

302 The East Mall
Etobicoke, Ontario, M9B 6B8, Canada
(416) 236-1971

OFFICERS: Allister P. Graham, chairman of the board, president & chief operating officer.

BUSINESS ACTIVITIES: Canadian food supplier through retail outlets in Ontario, Quebec, the Atlantic provinces, Manitoba and Saskatchewan. These comprise franchise markets (including IGA markets) as well as company-owned food markets (Food City Markets, IGA, Dutch Boy Food Markets). Also a food wholesaler (Codville Distributors in Manitoba, Saskatchewan and Northwestern Ontario; Oshawa Foods Division in Ontario; Hudon et Deaudelin Limitee in Quebec, and Bolands Limited in the Atlantic Provinces) and food supplier to institutional customers (Hickeson-Langs Supply Company). The Ontario Produce Company and White & Co. operate 51 Towers Department Stores in Ontario and the Atlantic Provinces and Bonimart Department Stores in Quebec. Kent Drugs Limited, a subsidiary, operates 34 Drug City, and 14 Metro Drugs drug stores, and 25 pharmacies in company-owned department stores and supermarkets. Pharma Plus Drugmarts Ltd. operates 107 Pharma Plus drug stores in Ontario. Also operates real estate subsidiaries.

NUMBER OF STORES (1990): 884 (IGA Associates and Other Franchise Food Markets)
99 (company-owned food markets)

RETAIL SALES (1990): $4,948,153,000

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(16) THE PENN TRAFFIC COMPANY

319 Washington Street
Johnstown, Pennsylvania 15901
(814) 536-9900

(53%-owned by Riverside Acquisition Company, Limited Partnership, an affiliate of Miller Tabak Hirsch & Co.)

OFFICERS: Gary D. Hirsch, chairman, Claude J. Incaudo, president & chief executive officer.

BUSINESS ACTIVITIES: The company has three business units. The originally-acquired company Penn Traffic (RDQ); P&C Food Markets, Inc. (P&C); and Big Bear Stores Company (Big Bear). These operations are regionally-based retail and wholesale food distribution companies which conduct business primarily in suburban and exurban communities of upstate New York, western Pennsylvania, central Ohio and northwestern West Virginia.

NUMBER OF STORES (1990): 301 (supermarkets)
4 (supermarket/dept. stores)

RETAIL SALES (1990+*): $2,699,847,000

+ Includes leased departments and service fees.
* 53 weeks

(21) RISER FOODS, INC.

5300 Richmond Road
Bedford Heights, Ohio 44146
(216) 292-7000

OFFICERS: Anthony C. Rego, co-chairman & joint chief exec. officer; Michael L. Borstein, co-chairman & joint chief exec officer; Charles A Rini, Sr., president & chief oper. officer.

BUSINESS ACTIVITIES: The company is a major regional food retail and wholesale company. Riser Foods was formed through the combination of Fisher Foods, Inc., Rini Supermarkets, Rego Supermarkets and American Seaway Foods, Inc. The Company operates 50 supermarkets in Northeast Ohio and a wholesale business service a broader market area.

NUMBER OF STORES (1989): 50

RETAIL SALES (1989): $1,083,130,000

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(19) RUDDICK CORPORATION

2000 Two First Union Center
Charlotte, North Carolina 28282
(704) 372-5404

OFFICERS: R. Stuart Dickson, chairman of the board; Alan T. Dickson, president.

BUSINESS ACTIVITIES: A holding company, operating 123 supermarkets in North and South Carolina, Tennessee and Virginia through its subsidiary, Harris-Teeter, Inc. The company also controls various manufacturing and distribution operations, and is involved in venture capital investments.

NUMBER OF STORES (1988): 123

RETAIL SALES (1988+ *): $1,103,867,000

* Of continuing operations only
+ 53 weeks

(7) THE SOUTHLAND CORP.

2711 North Haskell Avenue
Dallas, Texas 75204
(214) 828-7011

OFFICERS: John P. Thompson, chairman of the board; Jere W. Thompson, president & chief executive officer.

BUSINESS ACTIVITIES: Operator and franchisor of self-service convenience stores. As of December 31, 1989, there were 6,632 7-Eleven convenience stores, 66 Quick Mart gasoline and mini-convenience stores and Super-7 self service gasoline outlets, and 222 High's Dairy Stores. Southland's International Division coordinates the activities of an additional 5,818 7-Elevens and other retial units in the United States, Puerto Rico, Guam, and 19 other countries.

NUMBER OF STORES* (1989): 6,632

REVENUES+ (12/31/89): $8,274,900,000

* 7-Eleven stores only
+ Includes franchised stores and other income; of continuing operations only

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(28) SUPER RITE FOODS HOLDINGS CORPORATIONS

3900 Industrial Road
P.O. Box 2261
Harrisburg, Pennsylvania 17110
(717) 232-6821
FAX: (717) 257-4527

OFFICERS: Alex Grass, chairman of the board, chief executive officer & president.

BUSINESS ACTIVITIES: A full service grocery wholesaler and retailer. Super Rite's wholesale division currently services customers in Pennsylvania, New Jersey, Maryland, Delaware, Virginia and West Virginia. Its retail division includes 29 supermarkets operating under the name "Basics" in the Baltimore, Maryland and Washington, DC areas.

NUMBER OF STORES (fiscal year end 1989): 29

RETAIL SALES (3/3/90+): $415,253,000

+ 23 weeks

(4) SUPER VALU STORES, INC.

P.O. BOX 990
Minneapolis, Minnesota 55440
(612) 828-4000

OFFICERS: Michael W. Wright, chairman, president & chief executive officer.

BUSINESS ACTIVITIES: Engaged principally in the supplying and servicing of more than 3,000 retail food stores in 33 states from 18 distribution centers. Independent retailers own and operate more than 2,800 of the retail food stores and the Company owns all or a majority interest of the remaining 72 stores. Most of the stores operate under one of the Super Valu licensed or sub-licensed names: Super Valu, IGA, Sure Save, Shop 'n Save, Great Scot, County Market, Cub Foods, Hornbachers, U-Save, Disco, Super Dollar, Sunflower, Twin Valu, Banner and Food Giant. The Company also owns and operates the ShopKo group of 98 general merchandise discount stores. Other operations include Preferred Products, a food processing and packaging operation; Planmark, which provides engineering and architectural services for supermarkets, retail stores, shopping centers and wholesale distribution facilities; Studio 70, an interior design studio; and Risk Planners, Inc., an insurance agency.

NUMBER OF STORES (1990): 72

RETAIL SALES (1990+): $11,136,026,000

+ Of continuing operations only

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(10) SUPERMARKETS GENERAL HOLDINGS CORPORATION

301 Blair Road
Woodbridge, New Jersey 07095
(201) 499-3000

OFFICERS: Jack Futterman, chairman of the board & president.

BUSINESS ACTIVITIES: Operates a chain of supermarkets under the Pathmark name in New York, New Jersey, Connecticut, Delaware and Pennsylvania; supermarkets and super warehouse stores under the names Purity Supreme, Heartland and Angelo's in Massachusetts, New Hampshire and Connecticut; conventional drug stores in New York, Connecticut, and New Jersey under the Pathmark and Heartland names; Rickel Home Centers in Delaware, Connecticut, Maryland, New Jersey, New York, Rhode Island and Pennsylvania selling such items as lumber, plumbing fixtures, garden tools and supplies and other household items. The company also operates two and has granted franchises for 62 Li'l Peach convenience stores in Massachusetts.

NUMBER OF STORES (1989): 210

RETAIL SALES (1/29/89+*): $6,298,748,000

+ Company
* 53 weeks

(11) THE VONS COMPANIES, INC.

618 Michillinda Avenue
Arcadia, California 91007
(818) 821-7000

OFFICERS: Roger E. Strangeland, chairman of the board & chief executive officer; William S. Davila, president; Dennis K. Eck, vice chairman & chief operating officer.

BUSINESS ACTIVITIES: Operates 328 supermarkets and food-and-drug combination stores throughout Southern California and Clark County, Nevada, under the names Vons Supermarkets (221), Vons Food and Drug Combination Stores (74); Pavilions/Pavilions Place (25), and Tiangius (8). Also operates a bakery and processes food and dairy products.

NUMBER OF STORES (1989): 328

RETAIL SALES (12/31/89) $5,220,700,000

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(20) WEIS MARKETS, INC.

1000 South Second Street
Sunbury, Pennsylvania 17801
(717) 286-4571

OFFICERS: Sigfried Weis, president.

BUSINESS ACTIVITIES: Operates supermarkets in Pennsylvania, New York, West Virginia and Maryland, under the name of Weis Markets. Weis Food Service distributes frozen foods and grocery items to restaurants and institutions. Also operates 7 Amity House Restaurants.

NUMBER OF STORES (1989): 120

RETAIL SALES (1989): $1,239,272,000

(6) WINN-DIXIE STORES, INC.

5050 Edgewood Court
Post Office Box B
Jacksonville, Florida 32203
(904) 783-5000

OFFICERS: A. Dano Davis, chairman of the board; Robert D. Davis, vice chairman; James Kufeldt, president & chairman of executive committee.

BUSINESS ACTIVITIES: Operates Winn-Dixie food stores in Florida, Georgia, North Carolina, South Carolina, Alabama, Mississippi, Louisiana, Virginia, Kentucky, Tennessee, Indiana, Oklahoma and Texas.

NUMBER OF STORES (1989): 1,229

RETAIL SALES (1989): $9,151,145,000

Source: Fairchild Manual of Retail Stores 1990/1991
Book Division, Fairchild Publications, New York, NY
Robert Benjamin - Chief Research Editor

GROCERY STORE
STATISTICAL PROFILE

DISTRIBUTION OF FOOD STORE SALES BY GEOGRAPHIC REGION: 1988, 1989

	1989	1988
U.S. Total	100.0%	100.0%
Northeastern States (New England, Middle Atlantic)	22.4	22.9
North Central States (East North Central, West North Central)	21.6	22.1
South (South Atlantic, East South Central, West South Central)	34.4	34.4
West (Mountain, Pacific)	21.6	20.7

The Survey of Buying Power Data Service, 1990
25th Edition, Sections 2 and 8
Sales & Marketing Management Magazine, New York, NY
Publishers

PER CAPITA SALES OF FOOD STORES BY GEOGRAPHIC REGION: 1988, 1989

	1989	1988
U.S. Total	$ 1,400	$ 1,359
Northeastern States	1,533	1,515
North Central States	1,252	1,234
South	1,393	1,353
West	1,453	1,362

The Survey of Buying Power Data Service, 1990
25th Edition, Sections 2 and 8
Sales & Marketing Management Magazine, New York, NY
Publishers

DISTRIBUTION OF THE U.S. RESIDENT POPULATION, EBI & SUPERMARKET SALES, BY REGION AND STATE, 1989

	POPULATION	EFFECTIVE BUYING INCOME	SUPERMKT SALES
U.S. TOTAL	249.8*	$3,287.5**	$ 328.4**
	100.0%	100.0%	100.0%
New England	5.2	6.4	6.3
Connecticut	1.3	1.8	1.6
Maine	0.5	0.5	0.6
Massachusetts	2.4	3.0	2.7
New Hampshire	0.4	0.5	0.7
Rhode Island	0.4	0.4	0.4
Vermont	0.2	0.2	0.3
Middle Atlantic	15.2	17.2	15.4
New Jersey	3.1	4.2	3.6
New York	7.2	8.2	7.0
Pennsylvania	4.8	4.8	4.8
East North Central	17.0	16.6	15.0
Illinois	4.7	5.0	4.1
Indiana	2.2	2.0	1.9
Michigan	3.7	3.6	3.2
Ohio	4.4	4.1	4.0
Wisconsin	2.0	1.9	1.8
West North Central	7.2	6.7	6.6
Iowa	1.1	1.0	1.2
Kansas	1.0	1.0	0.9
Minnesota	1.7	1.7	1.7
Missouri	2.1	2.0	1.8
Nebraska	0.6	0.6	0.5
North Dakota	0.3	0.2	0.2
South Dakota	0.3	0.2	0.3
South Atlantic	17.4	17.1	18.0
Delaware	0.3	0.3	0.3
District of Columbia	0.2	0.3	0.2
Florida	5.2	5.2	5.6
Georgia	2.6	2.4	2.5
Maryland	1.9	2.3	2.0
North Carolina	2.6	2.3	2.6
South Carolina	1.4	1.1	1.4
Virginia	2.4	2.7	2.8
West Virginia	0.8	0.5	0.7

DISTRIBUTION OF THE U.S. RESIDENT POPULATION, EBI & SUPERMARKET SALES, BY REGION AND STATE, 1989

- continued -

	POPULATION	EFFECTIVE BUYING INCOME	SUPERMKT SALES
East South Central	6.2	4.9	5.3
Alabama	1.7	1.3	1.4
Kentucky	1.5	1.2	1.4
Mississippi	1.1	0.7	0.9
Tennessee	2.0	1.7	1.6
West South Central	10.9	9.1	11.7
Arkansas	1.0	0.7	0.9
Louisiana	1.8	1.3	2.0
Oklahoma	1.3	1.0	1.3
Texas	6.8	6.0	7.5
Mountain	5.5	4.8	5.5
Arizona	1.5	1.3	1.6
Colorado	1.3	1.3	1.4
Idaho	0.4	0.3	0.4
Montana	0.3	0.3	0.3
Nevada	0.4	0.5	0.5
New Mexico	0.6	0.5	0.5
Utah	0.7	0.5	0.6
Wyoming	0.2	0.2	0.2
Pacific	15.4	17.3	16.1
Alaska	0.2	0.2	0.3
California	11.7	13.5	12.0
Hawaii	0.4	0.5	0.5
Oregon	1.1	1.0	1.1
Washington	1.9	2.0	2.2

* In thousands

** In millions of $'s

Source: The Survey of Buying Power Data Service, 1990
Sections 2 and 8
Sales & Marketing Management Magazine, New York, NY

ADDITIONAL
SUPERMARKET
DATA

1. Calendar of Industry Events
2. Directory of Food Associations

MARCH

1-3 Food Marketing Institute, specialty and gourmet foods conference, San Diego, CA

2-3 Bakery Equipment Manufacturers Association, winter membership meeting, Chicago Marriott Hotel, IL

2-3 National American Wholesale Grocers' Association, presidents-leadership conference, Westin Bonaventure, Los Angeles, CA

2-3 American Frozen Food Institute, Western frozen food convention, San Diego Hilton, CA

3-5 National Association for the Specialty Food Trade, 16th winter international fancy food and confection show, San Diego Convention Center, CA

3-6 National American Wholesale Grocers Association, annual convention and exposition, Los Angeles Convention Center, CA

3-6 National American Wholesale Grocers Association, professional buying -merchandising conference, Westin Bonaventure, Los Angeles, CA

3-6 International Foodservice Distributors Association, annual meeting, Biltmore Hotel, Los Angeles, CA

7 Food Marketing Institute, regional media conference, Los Angeles, CA

7-9 International Dairy Foods Association, dairy distribution interchange, The Omni Royal Orleans Hotel, New Orleans, LA

8-12 National Food Processors Association, 84th annual convention, Chicago Hilton and Towers, IL

8-12 International Expo for Food Processors, convention, McCormick Place, Chicago, IL

10-12 Food Executives International Foundation, 2nd Annual food executives international congress, Park Hyatt Hotel, Washington, DC

10-12 National Automated Clearing House Association, annual conference, San Francisco Marriott, CA

17-20 Private Label Manufacturers Association, annual meeting and leadership conference, Bonaventure Resort and Spa, Ft. Lauderdale, FL

18-19 Food Marketing Institute, National American Wholesale Grocers' Association and National Association of Convenience Stores, public affairs assembly, Willard Intercontinental Hotel, Washington, DC

19-20 Promotion Marketing Association of America, national conference, Marriott Marquis Hotel, NY

22-23 Live Stock & Meat Board, annual board meeting, Forum Hotel, Chicago, IL

24-27 Food Marketing Institute, advertising/marketing executives conference, Boston Marriott, Copely Place.

APRIL

3-5 Grocery Manufacturers of America, information systems conference, Evergreen Resort, Stone Mountain, CA

6-9 National Grocers Association, business computer/scanning and data processing conference, St. Louis, MO

6-11 Western Association of Food Chains, annual convention, Sheraton Hotel, Waikiki, HA

7-9 International Fresh Produce Fair, national exhibition center, Birmingham, United Kingdom

8-9 National Cheese Institute and American Butter Institute, annual meeting, Chicago Marriott Downtown, LA

9-10 National Grocers Association and Ohio State University, supermarket management conference, Worthington, OH

12-13 Retail Bakers of America, 22nd annual bakery-deli conference, Minneapolis Convention Center, MN

12-14 Eco Expo, National Marketplace for the Environment, Los Angeles Convention Center, CA

13-16 International Association of Chain Stores (CIES), 35th annual executive congress, Darling Harbor Convention Center, Sydney, Australia

13-16 Retail Bakers of America (cosponsored by Minnesota Bakers Association) 73rd anniversary convention-exhibition, Minneapolis Convention Center, MN

14-16 Food Marketing Institute, pharmacy conference, Adolpheus Hotel, Dallas, TX

14-17 National American Wholesale Grocers' Association, advertising-sales managmeent conference, Waterfront Hilton, Huntington Beach, CA

15-16 American Meat Institute, Center-of-the-Plate conference, Marriott O'Hare, Chicago, IL

15-16 National Food Processors Association, food microbiology conference, Stouffer's Concourse, Washington, DC

15-17 Association of Coupon Processors, 3rd annual meeting and industry forum, Marriott's Mountain Shadows Resort, Scottsdale, AZ

16-17 New England Dairy-Deli Association, taste show and seminar, Bayside Exposition Center, Boston, MA

21-23 National Grocers Association, retailer-owned financial management/legal conference, Tampa, FL

21-24 Food Marketing Institute, training and devleopment forum, Cathedral Hill Hotel, San Francisco, CA

21-24 Electronic Funds Transfer Association, annual convention, Opryland Hotel, Nashville, TN

21-25 American Meat Institute and Food Marketing Institute, meat marketing conference, Marriott Rivercenter Hotel, San Antonio, TX

23-25 National Association of Convenience Stores, human resources forum, Marriott Westshore Hotel, Tampa, FL

24 American Meat Institute, meat information conference, New York, NY

24-28 National Association of Tobacco Distributors, annual convention, Marriott Rivercenter, San Antonio, TX

MAY

5-8 Food Marketing Institute, annual supermarket industry convention and educational exposition, McCormick Place, Chicago, IL

6-9 Thalheim Expositions, premium incentive show, Jacob Javits Convention Center, New York, NY

8 Association of Retail Marketing Services, retail marketing conference, Jacob Javits Convention Center, New York, NY

16-17 Kotch & Poliak, Building Coalitions for Environmental Marketing conference, New York Hilton, NY

19-22 Food Marketing Institute, financial executives conference, Le Meridien, Montreal, Canada

20-22 American Meat Institute, government affairs conference, Capitol Hilton, Washington, DC

22-24 National Association of Convenience Stores, marketing merchandising management conference, Longboat Key Club, Longboat Key, FL

28-29 Private Label Manufacturers Association, World of Private Label show, Rai Expo Center, Amsterdam

31-June 2 National Pork Producers, world pork exposition, The Fairgrounds, Des Moines, IA

31-June 5 General Merchandise Distributors Council, HBC conference, Innisbrook Resort, Tarpon Springs, FL

JUNE

1-4	Food Marketing Institute, National-American Wholesale Grocers' Association, Produce Marketing Associations and United Fresh Fruit and Vegetable Association, annual produce conference, Hyatt Regency Grand Champions Resort, Indian Wells, CA
1-4	National Grocers Association, warehouse and transportation conference, Kansas City, MO
3-5	National Food Processors Association, Days Inn Washington, Capital Hilton, Washington, DC
4-6	Kotch & Pollack, inventory management exposition conference and systems integration exposition conference, Rosemount/O'Hare Exposition Center, Rosemont, IL
9-11	International Dairy-Deli Association, dairy-deli-bake '91. Anaheim Convention Center, CA
9-11	Food Marketing Institute, legal conference, Westin Vale, Vale, CO
9-11	Commercial Refrigerator Manufacturers Association, spring meeting, Washington, DC
15-18	Thalheim Expositions, midyear variety merchandise show, Jacob Javits Convention Center, New York, NY
16-18	Grocery Manufacturers of America, executive conference, The Greenbrier, White Sulpher Springs, WV
16-19	National Association of Chain Drug Stores, marketplace conference, San Diego Marriott and Convention Center, CA
18-19	National Association of Convenience Stores, Automating the Convenience Store conference, Hyatt Regency O'Hare, Chicago, IL
19-20	International Dairy Foods Associations, Washington conference, Hyatt Regency on Capital Hill, Washington, DC
22	National Grocers Association, grocers care awards banquet, Washington, DC
23-26	Bakery Equipment Manufacturers Association, annual convention, Rancho Bernardo Inn, Rancho Bernardo, CA
23-26	National Grocers Association, Washington conference, Hyatt Regency, Washington, DC
28-30	Eco Expo, National Marketplace for the Environment, Colorado Convention Center, Denver, CO

JULY

7-9 Produce Marketing Association, annual food service conference and tour, Monterey Convention Center, Monterey, CA

7-10 National Association for the Specialty Food Trade, 37th annual international fancy food and confection show, Jacob Javits Convention Center, New York, NY

14-17 Video Software Dealers Association, annual convention, Las Vegas Convention Center, NV

21-23 Grocery Manufacturers of America, West Coast marketing seminar, The Lodge at Pebble Beach, Pebble Beach, CA

21-23 National Piggly Wiggly Operators Association, 75th Dairyland anniversary convention, Marriott Rivercenter Hotel. San Antonio Convention Center, TX

24-28 National Candy Wholesalers convention, St. Louis Convention Center, St. Louis, MO

25 Food Marketing Institute, regional media conference, Philadelphia, PA

AUGUST

3-6 American Association of Meat Processors, annual convention, H. Roe Bartle Hall, Kansas City, Mo.

11-13 Grocery Manufacturers of America, industry issues seminar, Washington, DC

17-20 Live Stock & Meat Board, summer meeting, Amway Grand Plaza, Grand Rapids,

18-20 National Food Distributors Association, 64th annual convention (members only) Washington Convention Center, DC

18-21 National Association of Service Merchandising, productivity conference, The Omni, Atlanta, GA

20-21 Eastern Dairy-Deli Association, taste show, Jacob Javits Convention Center, NY

24-28 National Association of Chain Drug Stores, pharmaceutical conference, Marriott at Mescone Center, San Francisco, CA

SEPTEMBER

6-8 Eco Expo, National Marketplace for the Environment, Jacob Javits Convention Center, New York, NY

13-15 National Housewares Manufacturers Association, lifestyle exposition and conference, Georgia World Congress Center, Atlanta, GA

11-14 National-American Wholesale Grocers' Association, midyear executive conference, Greenbriar Hotel, White Sulphur Springs, WV

12-14 Exclusively HBA Show, New Orleans Convention Center, LA

15-17 Food Marketing Institute, food protection conference, Washington Court Hotel, Washington, DC

21-24 Thalheim Expositions, national merchandise show, Jacob Javits Convention Center, New York, NY

21-24 National Grocers Association, advertising conference, Orlando, FL

22-25 Food Marketing Institute, energy conference, U.S. Grant Hotel, San Diego, CA

22-25 Food Marketing Institute, seafood conference, Williamsburg Hilton, Williamsburg, VA

22-25 Food Marketing Institute, information systems conference, Walt Disney World Swan Hotel, Orlando, FL

24-26 United Fresh Fruit and Vegetable Association, Congress of Committees, Marriott Crystal Gateway, Washington DC

26-29 New England Dairy-Deli Association, annual convention, Mystic Hilton, Mystic, CT

28-
Oct. 2 General Merchandise Distributors Council, general merchandise conference, Marco Island, FL

29-
Oct. 2 National American Wholesale Grocers' Association and National Grocers Association, meat operations conference, Kansas City, MO

OCTOBER

5-8 National Grocers Association, buyer/seller conference, Milwaukee, WI

5-9 American Frozen Food Institute, national frozen food convention, Marriott World Center, Orlando, FL

6-9 Food Marketing Institute, consumer affairs conference, The Omni at Charleston Place, Charleston, SC

6-9 Food Marketing Institute, human resources conference, Windam Paradise Valley Resort, Scottsdale, AZ

6-9 Food Marketing Institute, retail store development conference, The Fairmont, Dallas, TX

6-9	National Frozen Food Association, convention and exposition, Marriott World Center, Orlando, FL
6-9	Milk Industry Foundation and International Ice Cream Association, annual meeting and convention, Marriott Rivercenter, San Antonio, TX
6-9	International Association of Chain Stores (CIES), young executives international conference, Birmingham, England
8-10	Grocery Manufacturers of America and Food Marketing Institute, consumer affairs conference, the Omni at Charleston Place, Charleston, SC
12-14	California Grocers Association, annual convention and trade show, Reno Convention Center, NV
12-17	ANUGA international retailing exhibition, Cologne Messer, Cologne, Germany
13	Bakery Equipment Manufacturers Association, fall membership meeting, Fairmount Hotel, San Francisco, CA
13-16	Food Marketing Institute and Grocery Manufacturers of America, general merchandise/health and beauty care conference, Denver Convention Center, CO
16-17	American Meat Institute, meat industry research conference, The Palmer House Hotel, Chicago, IL
17-19	National Food Processors Association, fall executives conference, Ritz-Carlton, Palm Beach, FL
17-20	American Meat Institute, international meat industry convention and exposition, McCormick Place, Chicago Hilton, IL
19-22	Produce Marketing Association, annual convention and exposition, Hynes Convention Center, Boston, MA
20-23	Food Marketing Institute and National American Wholesale Grocers' Association, supermarket food service conference, St. Louis, MO
23	Association of Retail Marketing Services, annual meeting and reception, McCormick Center Hotel, Chicago, IL
27-29	Grocery Manufacturers of America, fall marketing seminar, Registry Resort, Naples, FL
27-29	International Association of Chain Stores (CIES), 1st world marketing and merchandising forum, Nice, France
27-30	National American Wholesale Grocers' Association, International Food Distributors Association and Grocery Manufacturers of America, productivity conference and exposition, Minneapolis Convention Center
29-30	International Dairy Foods Association, dairy food processors symposium, The Palmer House, Chicago, IL
30- Nov. 2	National Fisheries Institute, annual convention, New Orleans Marriott, LA

NOVEMBER

1-7 National Association of Service Merchandising, all-industry convention, Opryland Hotel, Nashville, TN

3-6 National Association of Convenience Stores, annual meeting and marketplace, Orlando Orange County Convention Civic Center, FL

6-9 International Dairy Foods Association, Fundamentals of Selling and Merchandising, Holiday Inn, Chicago, IL

9-12 National Grocers Association, retailer-owned executive retreat, Palm Beach Gardens, FL

10-12 Food Marketing Institute, in-store systems conference, Dallas, TX

14 Food Marketing Institute, regional media conference, Chicago, IL

17-20 Private Label Manufacturers Association, trade show, Chicago O'Hare Expo Center, IL

DECEMBER

3-6 National American Wholesale Grocers' Association, store development and engineering conference, Grand Kempinski Hotel, Dallas, TX

4-6 International Food Distributors Association, sales and marketing conference, Biltmore Hotel, Los Angeles, CA

6-8 Eco Expo, National Marketplace for the Environment, World Congress Center, Atlanta, GA

6-11 National Food Brokers Association, convention marketplace expo, Moscone Convention Center, San Francisco, CA

Source: Supermarket News Magazine,
Fairchild Publications, New York, NY

DIRECTORY OF FOOD ASSOCIATIONS

American Association of Cereal Chemists
3340 Pilot Knob Road
St. Paul, MN 55121
(612) 454-7250

American Association of Meat Processors
P.O. Box 269
Elizabethtown, PA 17022
(717) 367-1168

American Beekeeping Federation
P.O. Box 1038
Jessup, GA 31545-1038
(912) 427-8447

American Dietetic Association
216 W. Jackson Blvd.
Chicago, IL 60606-6995
(312) 899-0040

American Frozen Food Institute
1764 Old Meadow Road, Suite 350
McLean, VA 22102
(703) 821-0770

American Honey Producers Association
P.O. Box 368
Bruce, SD 57220
(605) 627-5621

American Institute of Food Distribution
28-12 Broadway
Fair Lawn, NJ 07410
(201) 791-5570

American Meat Institute
1700 North Moore Street, Suite 1600
Arlington, VA 22209
(703) 841-2400

American Mushroom Institute
907 E. Baltimore Pike
Kennett Square, PA 19348
(215) 388-7806

American Shrimp Processors Association
P.O. Box 50774
New Orleans, LA 70150
(504) 368-1571

American Spice Trade Association
P.O. Box 1267
Englewood Cliffs, NJ 07632
(201) 568-2163

American Sugar Cane League of the U.S.A.
P.O. Drawer 938
Thibodaux, LA 70302
(504) 448-3707

Association for Dressings and Sauces
5775 Peachtree-Dunwoody Road, Suite 500D
Atlanta, GA 30342
(404) 252-3663

Association of Food and Drug Officials
Box 3425
York, PA 17402
(717) 757-2888

Association of Coupon Processors
500 N Michigan Ave.
Suite 1400
Chicago, IL 60611
(312) 661-1700

Association of Food Industries
Box 776
Matawan, NJ 07747
(201) 583-8188

Beer Institute
1225 Eye Street, N.W., Suite 825
Washington, D.C. 20005
(202) 737-2337

Beet Sugar Development Foundation
2301 Research Boulevard, Suite 107
Fort Collins, CO 80526
(303) 482-8250

Biscuit & Cracker Distributors Association
111 E. Wacker Drive
Chicago, IL 60601
(312) 644-6610

Biscuit & Cracker Manufacturers' Association
1400 L. Street, N.W., Suite 400
Washington, DC 20005
(202) 898-1636

Board of Trade of the Wholesale Seafood Merchants
7 Dey Street, Suite 805
New York, NY 10007
(212) 732-4340

Calorie Control Council
5775 Peachtree-Dunwoody Road, Suite 500D
Atlanta, GA 30342
(404) 252-3663

Coffee, Sugar and Cocoa Exchange
4 World Trade Center
New York, NY 10048
(212) 938-2800

Corn Refiners Association
1100 Connecticut Avenue, N.W.
Washington, DC 20036
(202) 331-1634

Enteral Nutrition Council
5775 Peachtree-Dunwoody Road, Suite 500
Atlanta, GA 30342
(404) 252-3663

Fiber Society
Box 625
Princeton, NJ 08542
(609) 924-3150

Flavor and Extract Manufacturers
Association of the U.S.
1620 I Street N.W., Suite 925
Washington, DC 20006
(202) 293-5800

Food and Drug Law Institute
1000 Vermont Avenue, N.W., #1200
Washington, DC 20005
(202) 371-1420

Food Equipment Manufacturers Association
111 E. Wacker Drive
Chicago, IL 60601
(312) 644-6610

Food Industries Suppliers' Association
Box 2084
Fairfield Glade, TN 38557
(615) 456-2205

Food Marketing Institute
1750 K. Street, N.W., Suite 700
Washington, D.C. 20006
(202) 452-8444

Foodservice Equipment Distributors
Association
332 S. Michigan Avenue, Suite 1840
Chicago, IL 60604
(312) 427-9605

Gelatin Manufacturers Institute
of America
516 Fifth Avenue, Room 507
New York, NY 10036
(212) 575-1234

General Merchandise Distributors Council
1275 Lake Plaza Drive
Colorado Springs, CO 80906
(719) 576-4260

Glutamate Assocation, The (United States)
5775 Peachtree-Dunwoody Road, Suite 500D
Atlanta, GA 30342
(404) 252-3663

Grocery Manufacturers of America
1010 Wisconsin Avenue, N.W., Suite 800
Washington, D.C. 20007
(202) 337-9400

Institute of Food Technologists
221 N. La Salle Street, Suite 300
Chicago, IL 60601
(312) 782-8424

International Apple Institute
P.O. Box 1137
McLean, VA 22101-1137
(703) 442-8850

International Association of Milk, Food
and Environmental Sanitarians
P.O. Box 701
Ames, IA 50010
(515) 232-6699

International Center for Companies of the
Food Trade & Industry-North American Hdqtrs.
3800 Moore Place
Alexandria, VA 22305
(703) 549-4525

International Dairy-Deli Association
Box 29632
Atlanta, GA 30359
(404) 325-4322

International Food Additives Council
5775 Peachtree-Dunwoody Road, Suite 500D
Atlanta, GA 30342
(404) 252-3663

International Foodservice Distributors
Association
201 Park Washington Court
Falls Church, VA 22046
(703) 532-9400

International Frozen Food Association
1764 Old Meadow Lane, Suite 350
McLean, VA 22102
(703) 821-0770

International Institute of Foods
225 W. Ohio Street, 6th Floor
Chicago, IL 60610
(312) 670-0200

International Technical Caramel
Association
1575 Eye Street N.W.
(914) 332-1491
Washington, D.C. 20005
(202) 789-7577

Leafy Greens Council
Box 76067
St. Paul, MN 55175
(612) 222-3232

National American Wholesale
Grocers' Association
201 Park Washington Court
Falls Church, VA 22046-4521
(703) 532-9400

National Association for the Specialty
Food Trade
215 Park Avenue South, #1606
New York, NY 10003
(212) 505-1770

National Association of Convenience
Stores
1605 King Street
Alexandria, VA 22314
(703) 684-3600

National Association of Fruits, Flavors
& Syrups
Box 776
Matawan, NJ 07747
(201) 583-8272

National Association of Meat Purveyors
8365-B Greensboro Drive
McLean, VA 22102-3585
(703) 827-5754

National Association of Service
Merchandisers
118 South Clinton, Suite 300
Chicago, IL 60606
(312) 876-9494

National Association of Specialty Food
and Confection Brokers
1 Central Avenue
Lyceum Bldg., Suite 214
Tarrytown, NY 10591

National Beer Wholesalers' Association
5205 Leesburg Pike, Suite 1600
Falls Church, VA 22401
(703) 578-4300

National Candy Brokers Association
P.O. Box 486
North Andover, MA 01845
(508) 685-3893

National Candy Wholesalers Association
1120 Vermont Avenue, N.W.,
Suite 1120
Washington, D.C. 20005
(202) 463-2124

National Confectioners Association
of the U.S.
7900 Westpark Drive, Suite A320
McLean, VA 22102
(703) 790-5750

National Corn Growers Association
1000 Executive Parkway, Suite 105
St. Louis, MO 63141
(314) 275-9915

National Dry Bean Council
P.O. Box 6008
Saganaw, MI 48608
(517) 790-3010

National Food and Energy Council
409 Vandiver West, Suite 202
Columbia, MO 65202
(314) 875-7155

National Food Brokers Association
1010 Massachusetts Avenue, N.W.
Washington, D.C. 20001
(202) 789-2844

National Frozen Food Association
P.O. Box 398
Hershey, PA 17033
(717) 534-1601

National Grocers Association
1825 Samuel Morse Drive
Reston, VA 22090-5317
(703) 437-5300

National Honey Packers and Dealers
Association
P.O. Box 776
Matawan, NJ 07747
(201) 583-8188

National Independent Dairy-Foods
Association
321 D Street, N.E.
Washington, D.C. 20002
(202) 543-3838

National Independent Poultry and Food
Distributors Association
404 BNA Drive
Building 200, Suite 101
Nashville, TN 37217-2517
(615) 360-3901

National Juice Products Association
P.O. Box 1531, 215 Madison Street
Tampa, FL 33601
(813) 229-1089

National Live Stock and Meat Board
444 N. Michigan Avenue
Chicago, IL 60611
(312) 467-5520

National Onion Association
One Greeley National Plaza, Suite 510
Greeley, CO 80631
(303) 353-5895

National Pasta Association
2101 Wilson Blvd., Suite 920
Arlington, VA 22201
(703) 841-0818

National Peach Council
P.O. Box 122
Vance, SC 29163
(803) 492-7040

National Peanut Council
1500 King Street, Suite 301
Alexandria, VA 22314
(703) 838-9500

National Potato Council
9085 East Mineral Circle, Suite 155
Englewood, CO 80112
(303) 790-1141

National Potato Promotion Board
1385 S. Colorado Boulevard
Denver, CO 80222
(303) 758-7783

National Seasoning Manufacturers
Association
701 S. County Line Road
Hinsdale, IL 60521
(312) 323-6693

National Sugar Brokers Association
One World Trade Center, Suite 1927
New York, NY 10048
(212) 432-0813

National Wine Distribution Association
10400 Roberts Road
Palos Hills, IL 60465
(312) 598-7070

Natural Product Broker Association
4720 Lincoln Boulevard, Suite 331
Marina del Rey, CA 90292
213) 827-8771

Paper Bag Institute
505 White Plains Road
Tarrytown, NY 10591
(914) 631-0909

Peanut Butter and Nut Processors
Association
9005 Congressional Court
Potomac, MD 20854
(301) 365-4080

Pet Food Institute
1101 Connecticut Avenue, N.W., Suite 700
Washington, DC 20036
(202) 857-1120

Pickle Packers International
Box 606
St. Charles, IL 60174
(708) 584-8950

Plastic Bag Institute
505 White Plains Road
Tarrytown, NY 10591
(914) 631-0909

Popcorn Institute
111 E. Wacker Drive
Chicago, IL 60601
(312) 644-6610

Potato Association of America
University of Wisconsin
Hancock Research Station
Hancock, WI 54943
(715) 249-5712

Private Label Manufacturing
Association
41 East 42nd Street
New York, NY 10017
(212) 972-3131

Produce Marketing Association
1500 Casho Mill Road
P.O. Box 6036
Newark, DE 19714-6036
(302) 738-7100

Retail Bakers of America
6525 Belcrest Road, Suite 250
Hyattsville, MD 20782-2003
(301) 277-0990

Research and Development Associates
for Military Food and Packaging Systems
16697 Blanco Rd., Suite 305
San Antonio, TX 78232
(512) 344-5773

Rice Council of America
Box 740123
Houston, TX 77274
(713) 270-6691

Salad Manufacturers Association
2971 Flowers Road South, Suite 204
Atlanta, GA 30341
(404) 452-0660

Snack Food Association
1711 King Street, Suite 1
Alexandria, VA 22314
(703) 836-4500

Soy Protein Council
1255 23rd Street, N.W.
Washington, DC 20037
(202) 467-6610

Soyfoods Association of America
P.O. Box 920
Bar Harbor, ME 04609
(207) 288-9419

Sugar Association
1101 15th Street, N.W., Suite 600
Washington, DC 20005
(202) 785-1122

United Food and Commercial Worker
International Union
1775 K Street, N.W.
Washington, DC 20006
(202) 223-3111

United Fresh Fruit and Vegetable Association
727 North Washington Street
Alexandria, VA 22314
(703) 836-3410

Wine and Spirit Wholesalers of America
1023 15th Street, N.W., 4th Floor
Washington, D.C. 20005
(202) 371-9792

Source: National Trade and Professional Associations of the United States
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Please Note: Although there are many more organizations who should be included in this section, limited space doesn't allow us to list all of them. Therefore, if you need more information please contact:

Columbia Books, Publishers
National Trade & Professional Associations of the United States
1212 New York Avenue, N.W., Suite 230
Washington, D.C. 20005
(202) 898-0662